

# LIFE

A man, identified as Jack Paar, is the central figure. He is wearing a yellow cowboy hat with large, curved, light-colored horns. A red flower is tucked into the side of the hat. He is holding a lit cigar in his right hand, with a wisp of smoke rising from it. He is looking upwards and to the right with a thoughtful expression. He is wearing a dark sweater over a light-colored collared shirt. The background is a plain, light-colored wall.

THE MISSILE LAG: HOW BIG?  
HOW BAD? HOW FIXABLE?

THIRST IN OKLAHOMA:  
GOVERNOR PARCHES STATE  
IN TEST ON REPEAL

GAGSTER JACK PAAR  
KEEPS U.S. UP NIGHTS

MARCH 9, 1959

25 CENTS

REG. U.S. PAT. OFF.

Copyrighted material



# Snow Fresh FILTER KOOL

AMERICA'S MOST REFRESHING CIGARETTE



- As cool and clean as a breath of fresh air.
- Finest leaf tobacco... mild refreshing menthol — and the world's most thoroughly tested filter!
- With every puff your mouth feels clean, your throat refreshed!



ALSO REGULAR  
SIZE KOOL  
WITHOUT  
FILTER

SWITCH FROM **HOTS**



...TO

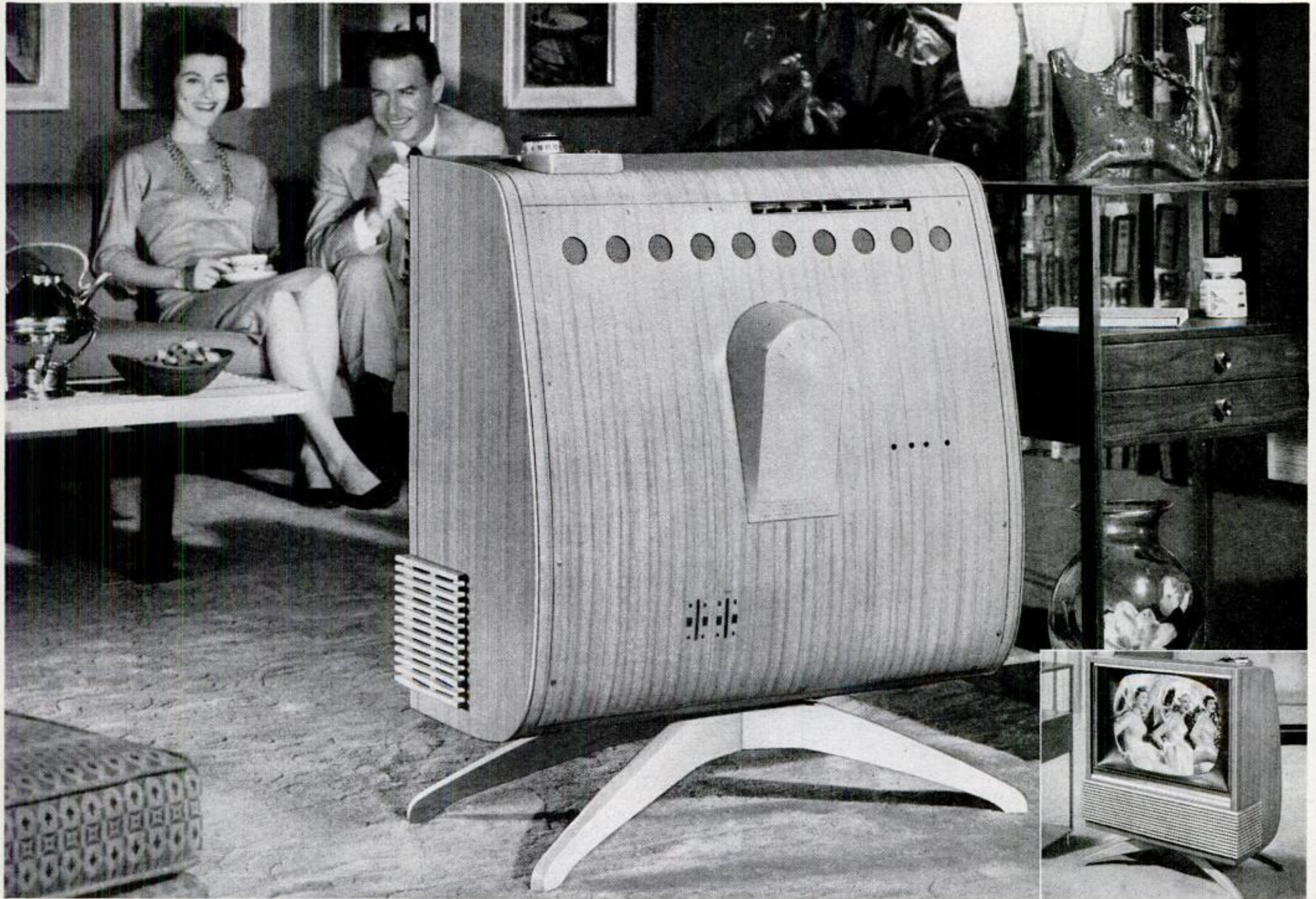


Snow Fresh FILTER KOOL

© 1959. Brown & Williamson Tobacco Corp.



# Philco "Full Dress" TV swivels full circle



MODEL 4658-SL BLOND MAHOGANY (ABOVE) ALSO AVAILABLE IN MAHOGANY AND HONEY-TONED WALNUT FINISHES.

21-INCH OVERALL DIAGONAL MEASUREMENT SCREEN.

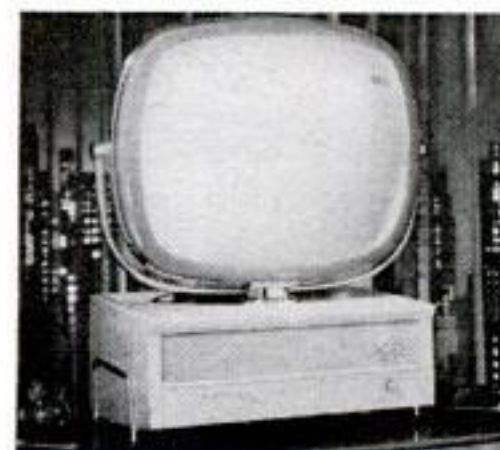
...Makes a perfect room divider!

This Philco Predicta Full Dress Console is completely enclosed! Even the back is beautiful! It swivels a full circle — makes a perfect room divider. Beam it towards the dining room at mealtime, then swing it clear around to the living room later on!

Philco's new S-F (Semi-Flat) picture tube and the powerful Predicta "Perma-Circuit" chassis give you top perform-

ance! Philco Full Dress TV also features famous three-speaker Wrap-Around Sound and Pop-up tuning. At a touch the tuner pops up — the dial lights up! Simply press down and the set shuts off completely!

See Philco Full Dress television and all the exciting new Predicta models — they're at your Philco dealer's now!



## PHILCO Predicta Television!

New look of television. The picture completely enclosed in its own case "floats" and swivels above its cabinet — adds new freedom to TV enjoyment. Gleaming brass trim and beautiful blond or mahogany wood finishes blend with any décor.

MODEL 4242-L

• Tune in "Meet Me in St. Louis"—CBS, Sunday night, April 26—the most exciting musical TV spectacular of the year!

# PHILCO

QUALITY  
FIRST!

This One



1CKO-BZ9-9NRH

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## New test of nerves

13

East-West tempers grow shorter as Khrushchev rebuffs Macmillan with a calculated insult in Moscow and the U.S. Navy boards a Russian ship in the North Atlantic.



MAC'S MOSCOW HAT

## What makes Paar go

109

Jack Paar doesn't think he's very funny and his show is often a shambles, but he draws 35 million TV viewers. LIFE presents some reasons why.



PAAR IN GAG HEADGEAR

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20

By making it hard to get an illegal drink in his dry state, Oklahoma's governor forces constituents to choose between giving up liquor or voting for repeal.



NOT FOR BOOTLEGGERS

## Great Harvard Library

78

In the world's biggest university library at Harvard, where undergrads study in their stocking feet, scholars produce the work that helps make Harvard great.



STUDENT STUDYING

## Debate on survival

116

Is Eisenhower's military know-how out-of-date in the missile age? A new Pentagon generation says it is—and that his defense budget can be disastrous.



U.S. DEFENSE 'MIX'

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In one of his typical TV gags Jack Paar puts on horned headdress and says, "Well, I finally got a seat on the subway." (See pp. 109-114)

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## REACH FOR THE TELEPHONE

### and share the news

*"Must tell Betty about the dress."*

*"Wonder how Sue likes her new beau?"*

*"Aunt Mary would love to talk to the children."*

*"The Smiths must think we've forgotten them."*

*"Wonder if Jim is feeling OK again?"*

*"I owe Frances a call."*

There's so much to tell—so much news to share. And something new every day.

So reach for the telephone for those pleasant daily visits. Best way there is to keep in touch with friends and the family, nearby or out of town.

**BELL TELEPHONE SYSTEM**





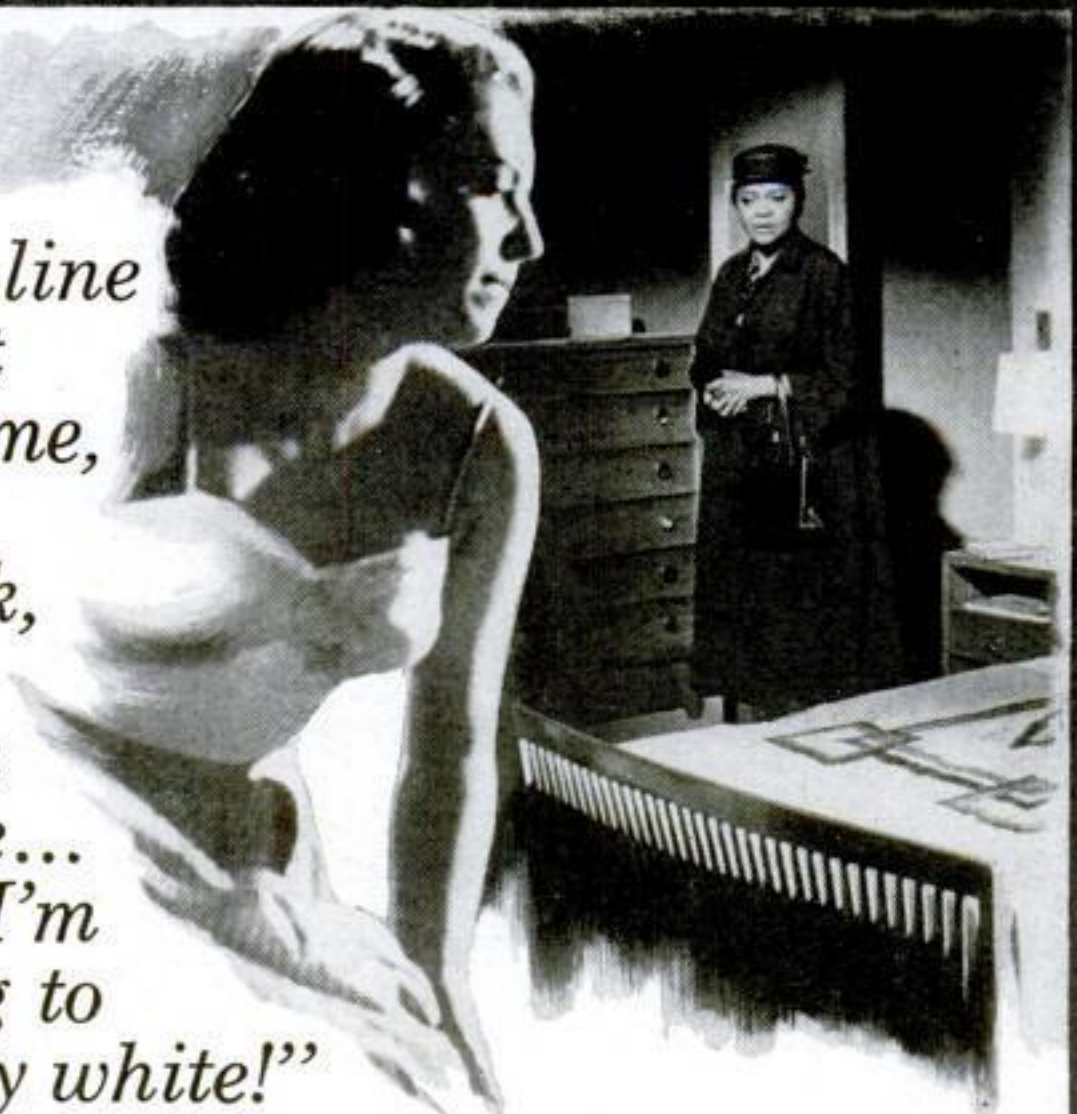
“  
I’ll  
get  
the things  
I want  
out of life...  
one way –  
or another.  
From  
one  
man –  
or  
another!”



“  
You’ve  
given me  
everything  
a mother  
could,  
but  
the thing  
I wanted  
most...  
your  
love!”



“  
The  
color line  
won’t  
stop me,  
Ma!  
I look,  
feel,  
think  
white...  
and I’m  
going to  
marry white!”



HEAR!  
**EARL GRANT**

sing "Imitation Of Life"  
as recorded on Decca Records

Directed by DOUGLAS SIRK  
Produced by ROSS HUNTER  
Screenplay by ELEANORE GRIFFIN and ALLAN SCOTT

There are  
two kinds of  
dreams...  
one can  
come true...

There  
are two  
kinds of sex...  
one comes  
with love!

There  
are two  
kinds of life...  
one is  
real!



UNIVERSAL-  
INTERNATIONAL  
presents

**LANA TURNER**  
**JOHN GAVIN**

in FANNIE HURST'S  
IMMORTAL BEST SELLER

**IMITATION  
OF LIFE**

in Eastman COLOR

co-starring

**SANDRA DEE**  
**DAN O'HERLIHY**  
as "David Edwards"

**SUSAN KOHNER · ROBERT ALDA**

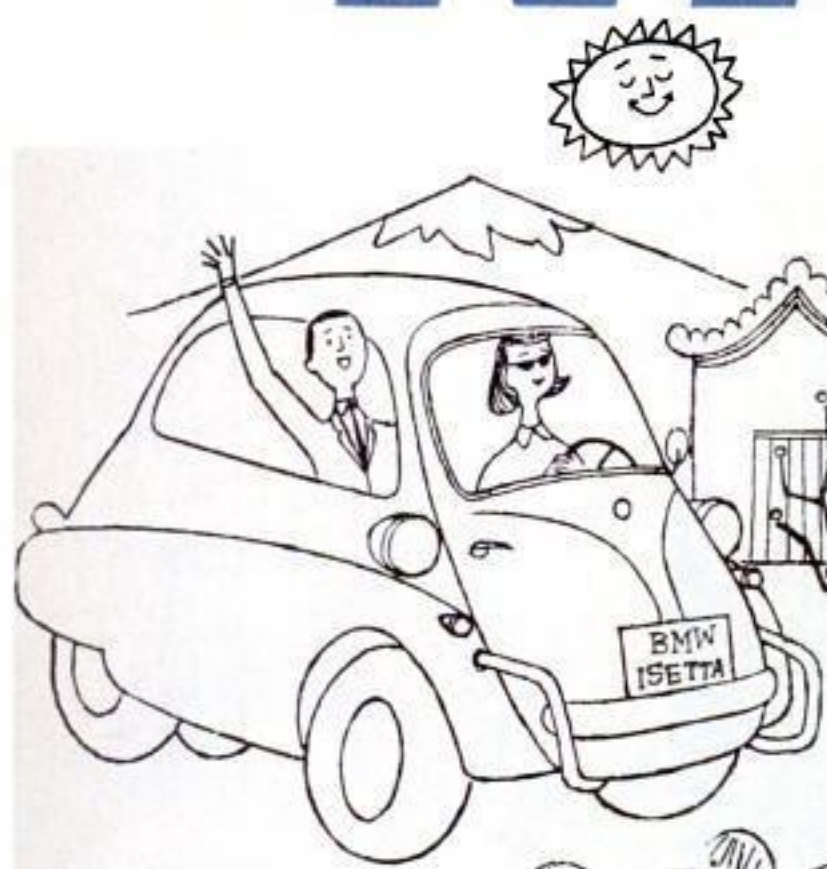
with **JUANITA MOORE** and the incomparable **MAHALIA JACKSON**

singing "Trouble Of The World"





# WANDER



# AROUND



# THE WORLD



in your own BMW Isetta 300 automobile...in Dash's Big "Wanderlust" Contest



**FIRST PRIZE**—a \$15,000 trip around the world and a brand-new BMW Isetta 300 car, or a brand-new BMW Isetta 300 and \$15,000 cash!

**24 SECOND PRIZES**—each—a brand-new BMW Isetta 300 automobile!

Just finish this easy Dash jingle!

"THEY USED TO CALL ME ROVER,"  
SAYS SPOT, NOW LIVING IN CLOVER.  
WITH ARMOUR DASH AND LOVE EACH DAY

(Last line should rhyme with "day" like "WHO WOULD WANT TO WANDER AWAY?")

Imagine! The dream of a lifetime come true! Wander any place in the world you like on a \$15,000 budget--France, Italy, Africa, South America, India--choose your own destination, set your pace like a millionaire! And to make your trip complete--a brand-new BMW Isetta 300, the wonderful family fun car! Just complete the last line of the Dash jingle and send it in with two Dash labels. Here are some hints to help you win:

Where is your wandering dog? Give him every reason to stay home, with the love he needs...and Armour Dash! A dog thrives on attention and a balanced diet. When these basic needs are satisfied, he has every reason to stay home. Dash is complete with the vitamins, minerals and proteins a dog needs for top condition. Dash is protein high, fat low, famous for liver, the flavor dogs like best. Don't feed him--nourish him--with Armour Dash--and your love.

Follow these simple rules:

1. Print or write plainly the last line for the jingle shown at left. (You may use the blank in this advertisement, obtain one from your dealer, or prepare one yourself.) It should rhyme with "day." Be sure to include your name and address.
2. Contestants may submit as many entries as they wish, but each must be accompanied by your dealer's name and two Dash labels.
3. All entries should be mailed to Dash "Wanderlust" Contest, P.O. Box 830, New York 46, N. Y.
4. Entries will be judged on originality, uniqueness and aptness of thought by Bruce, Richards Corp. Duplicate prizes in case of ties. Judges' decision final. No entries returned, no correspondence entered into. Entries, contents and ideas therein become the property of Armour and Company.
5. Armour and Company reserves the right to disqualify any entry which was not personally composed by contestant or members of his household. (This right reserved to disqualify entries prepared by professional "ghost" writers, schools and contest writing services.)
6. Residents of continental United States may enter except employees of Armour and Company, its subsidiaries, its advertising agencies, the Bruce, Richards Corp., and their families. Contest subject to all Federal and State regulations. Winners will be notified by mail.
7. List of winners will be mailed to anyone sending a stamped, self-addressed envelope approximately 8 weeks after close of contest.
8. All entries must be postmarked not later than midnight, April 30, 1959, and received not later than May 7, 1959.



Dash "Wanderlust" Contest, P.O. Box 830, New York 46, N. Y.

Gentlemen: I have enclosed two Dash labels, and the name of my dealer. Here is my last line for the Dash jingle:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Dash Dealer's Store Name \_\_\_\_\_

Address \_\_\_\_\_





## New girl in town...and all paid for...the Insured Savings and Loan way

An addition to the family or any other special event is easier to pay for when you save in advance. Then you have the cash to pay your bills promptly. No debts. No worries. You pay no interest or carrying charges. More than 22 million Americans now save for the things they want at Insured Savings and Loan Associations. Their savings . . . managed by experts in home finance under government supervision . . . are safe and earn excellent returns.



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**Where you save does make a difference!**



# These eyes deserve HaloLight

Sylvania's exclusive HaloLight was developed by  
specialists for extra eye comfort

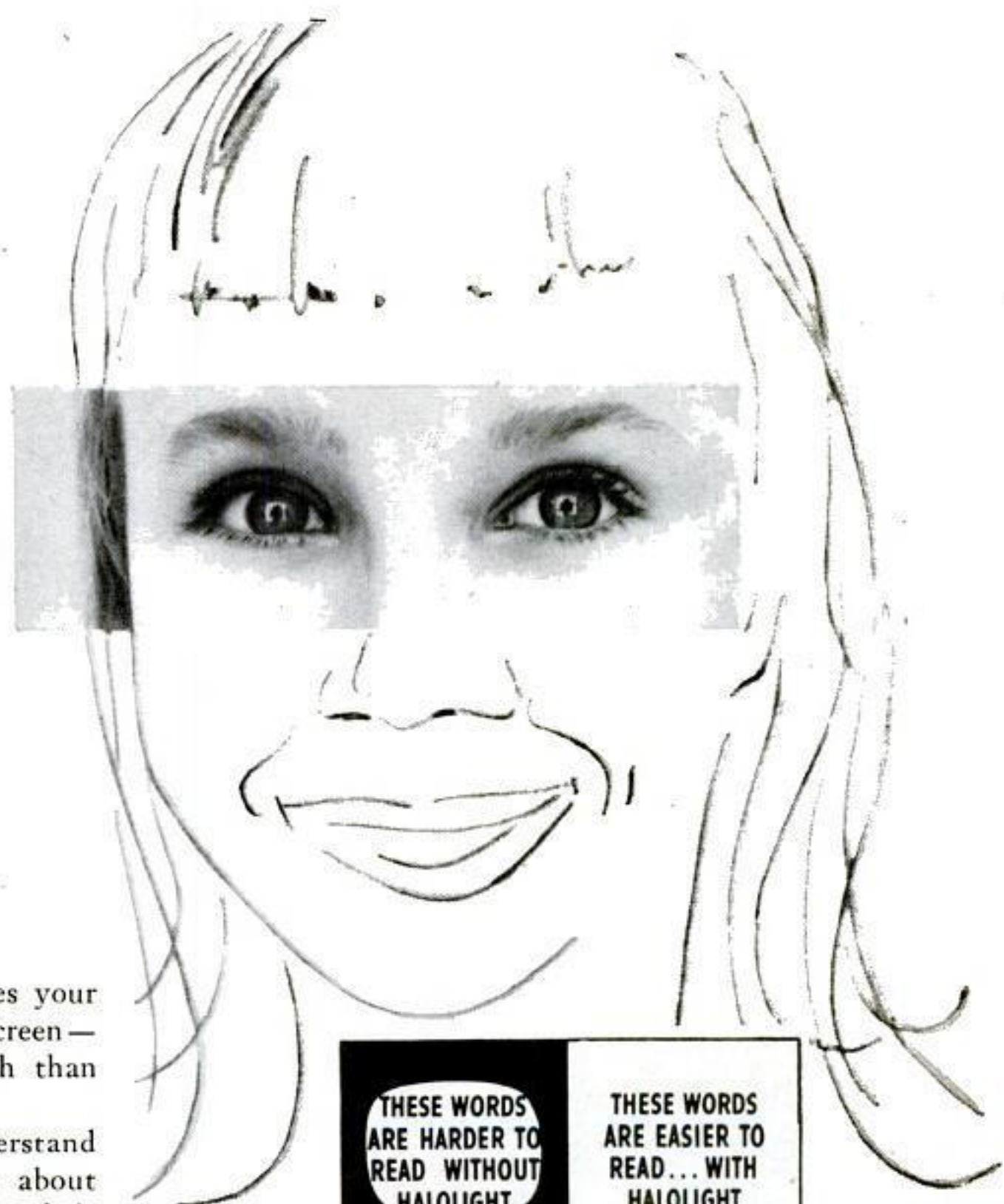
extra care-free pleasure ... in watching TV

National figures show that children watch TV for about three hours a day. That's why thoughtful parents choose Sylvania TV with HaloLight.

Only Sylvania surrounds your picture with a soft frame of HaloLight which forms a restful bridge between the bright picture and the dark room beyond.

More than that, HaloLight makes your picture look as big as a movie screen—and much more exciting to watch than any TV you've ever seen.

See it in action, and you'll understand why parents are so enthusiastic about Sylvania TV with HaloLight—for their children and for themselves.



THESE WORDS  
ARE HARDER TO  
READ WITHOUT  
HALOLIGHT

THESE WORDS  
ARE EASIER TO  
READ... WITH  
HALOLIGHT

This is Sylouette—the world's slimmest and most elegant TV console. It's yours in a variety of traditional and modern styles designed to live graciously with your fine furniture. In all Sylouette TV, your picture is set like a diamond in an aura of HaloLight.



*Only* SYLVANIA *has* HALOLIGHT®

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MARK LIEBL (ABOVE) DOES A SIMPLE SPIN, FRANCIS ARNOLD (BELOW) A FANCIER ONE-FINGER STAND



TWIRLERS MAKE UP A PLATTER PARTY IN PORT

## Spinners'

Having whirled their way into and out of the Hula Hoop, U.S. youngsters are set to give the country another dizzying sight. This time it is plates, nine inches across, which they spin in solo or in chorus on the top of 18-inch-long sticks. The plates tilt as they twirl but a center depression makes them fairly simple to handle. If they topple it doesn't matter since they are made of tough plastic.

The ones shown here were devised by Toy Inventor Arnold Arnold who got his idea, naturally, during the hoop craze last summer. But





JEFFERSON, L.I. AS THE YOUNGEST, PENNY LIEBL, 5 (LEFT, ABOVE), HAS TROUBLE WITH A WOBBLE. BELOW: AN EXPERT SPINS THREE, ONE WITH HIS TEETH

# Spectacle

by the time he got his "Teeter-Platter" out, other toymakers had the same idea and the competition is growing. Already some four million have been sold, mostly in the South, for the plates are essentially warm weather toys. Being bundled up is a severe handicap. Francis Arnold, the inventor's son, had to take his coat off to do the triple twirl at right. Now that he has things going, Mr. Arnold is looking ahead to a platter with a nine-foot stick, a platter with a permanent fried egg on it and a peaked beanie for head-spinning, no-hands specialists.





# LETTERS TO THE EDITORS

## DOROTHY THE LIBRARIAN

Sirs:

I discussed your editorial on the Florida book "ban" ("Dorothy the Librarian," LIFE, Feb. 16) with our two children aged 10 and 16. They both threw up their hands in horror at the idea of banning these books. Our son insisted that reading all the Hardy Boys books (about 40) really helped him to learn to read well and love reading. They would bore him now since he has gone on to better reading.

CELIA LUCE

Provo, Utah

Sirs:

To each generation its own addictions! Your editorial confuses the issue. It is not fantasy *vs.* "here and now" literature, but honest, genuine fantasy *vs.* the spurious, dated, mediocre kind. Florida libraries are doing what all public libraries have long been doing, *i.e.*, gradually reducing expenditures on mediocre literature of the past.

EVELYN WENZEL

Gainesville, Fla.

Sirs:

Dr. Dodd should not be so quick to condemn Tom Swift's adventures as sensational and untrue to life. Some of his inventions became practical realities only after the books about them were published. Others, like the wireless, were still exciting novelties.

As a forerunner of things to come, Tom Swift Jr. is continuing the same tradition, concentrating on missiles, satellites and nuclear power.

CHARLES ANTIN

New York, N.Y.



TOM SWIFT, OLD AND NEW STYLE



Sirs:

As a newly elected member of the Delray Beach Public Library Board, I should like to state to the entire universe that I am, forever, on the side of Dorothy of Kansas (not to mention Aunt Em, Uncle Henry, Toto, Glinda, Ozma, the Wizard—and even the Munchkins) as opposed to Dorothy, the Florida Librarian.

DORIS P. LANKTON

Delray Beach, Fla.

**LIFE** 540 N. Michigan Avenue, Chicago 11, Illinois



**Please send ONE YEAR OF LIFE \$7.75**

(in continental United States, Hawaii, Puerto Rico, Virgin Islands, and Canada.)

(1 year at the single copy price would cost you \$13.00)

to \_\_\_\_\_ name

\_\_\_\_\_ address

city \_\_\_\_\_ zone \_\_\_\_\_ state

TO SPEED DELIVERY OF LIFE—and all your mail—please be sure to include your zone number in your address. The mail you send will get there faster, too, if the address carries a zone number. L-3410

Sirs:

I am a librarian myself and I can assure you that the children who know and love these books show no visible signs of unwholesomeness. I hope that librarians who feel as Dr. Dodd does are in the minority.

Children need books of good literary quality and educational books to instruct them, but when they read for fun there's nothing like a good healthy fairy tale, the more fantastic the better.

JULIANNE CURTISS

New Haven, Conn.

Sirs:

If we were allowed to have the types of books that are being banned in the Florida public libraries, the children who don't care about reading just might pick up a book and glance through it. When they find that it is sensational they might even read it! Who knows but what from that little contact they might be stimulated to read more, become better readers and then enjoy reading the classics.

RUTH G. OSER

Newton Center, Mass.

Sirs:

Not only Florida librarians but librarians everywhere agree wholeheartedly with Dr. Dorothy Dodd.

There are too many exciting, beautiful and completely captivating books available for us to waste our book budgets on the trivia of another day whose only value is the nostalgia with which they are remembered.

MARY LOUISE RHEAY

Atlanta Public Library

Atlanta, Ga.

## CALM AND HOPEFUL INTEGRATION START

Sirs:

It was heart-warming to see the pictures of Martha Ann Potts and Lisa Cary making friends with Lewis Cousins ("Calm and Hopeful Integration Start," LIFE, Feb. 16). As long as there are kind and Christian pupils like them there is hope that racial segregation will end.

I will certainly see that my three daughters who attend school in Houston will be just as kind and friendly when they integrate here.

MRS. JOHN N. JANES

Houston, Texas

Sirs:

Bravo for the two white girls who befriended Negro pupil Lewis Cousins. I'm happy to read of their friendly overtures but I feel a burning deep inside to think there are so few white pupils who would take the plunge to instigate acceptance of their fellow Negro students.

But, do you know, when I was in high school I wouldn't have had the courage either.

MARY CARPENTER

Pontiac, Mich.

## POLITICAL WEST POINT

Sirs:

My hearty congratulations for your editorial ("For a Political West Point," LIFE, Feb. 16).

It is gratifying to know that at long last the problem of fighting and beating Communism at its own game is about to be tackled in the right way.

ARMAND DARRIGRAND

Bethesda, Md.

Sirs:

The concluding phrases of your editorial raise a rather disturbing question. When you blandly state "men of every political color except one can unite behind this proposal," are you not tacitly alleging that anyone who does not support the proposal is, *ipso facto*, a Communist?

I submit that the answer to this question is in the affirmative; and I fear that it augurs poorly for the character of the proposed academy. Will not such an academy become the agency for proclaiming political orthodoxy, and thus defining political heresy, in American thought?

RONALD E. STACKLER

New Haven, Conn.

Sirs:

In your editorial you say, "The chief spark plugs behind the present bill (Herlong-Judd), four dedicated

young citizens of Florida, have been working at their plan since 1952."

Who are those young men, or have they a passion for anonymity?

JAMES D. REGAN

Winter Park, Fla.

• The original four spark plugs have now become a 15-man committee called the Orlando Committee. Lawyer Alan Grant is president.—ED.

## A LOOK AT THE WORLD'S WEEK

Sirs:

I was interested in the picture of Sassy, the leopard who underwent a Caesarean section in the Peoria Zoo ("A Look at the World's Week," LIFE, Feb. 16). I think, however, that you owe your readers a picture of the neighborly beagle who is acting as wet nurse for the two leopard cubs.

EDWARD L. SMITH

New York, N.Y.



KATY, THE BOUNTIFUL BEAGLE

## EGGHEAD SHOW-BIZ WHIZ

Sirs:

Hooray for David Susskind ("Egghead Show-Biz Whiz," LIFE, Feb. 16)! TV is one of our biggest assets and it's high time someone saw the need for using it to cultural advantage. We just naturally absorb the things we see on TV, so why not give us something worthwhile to absorb—sort of a painless education for lazy minds?

BEULAH FAIRWEATHER

Kane, Pa.

## VIOLENCE IN A WORLD OF DARKNESS

Sirs:

In your article on the blind enemies ("Violence in a World of Darkness," LIFE, Feb. 9) you imply that the pharmacist to whom the bleeding Borrero was taken refused to be of assistance and turned him out of the store. As it was my store that he came to, I wish to deny vigorously the allegation and the slur to the pharmaceutical profession. I gave Borrero a towel to stanch the bleeding and called the police to have an ambulance dispatched.

This was all I could do since pharmacists are prohibited by law from giving anything but emergency treatment.

JOSEPH S. LEFFERT

New York, N.Y.

• On subsequent investigation of police and hospital sources, LIFE found that the facts are as Mr. Leffert states them. LIFE regrets its error.—ED.

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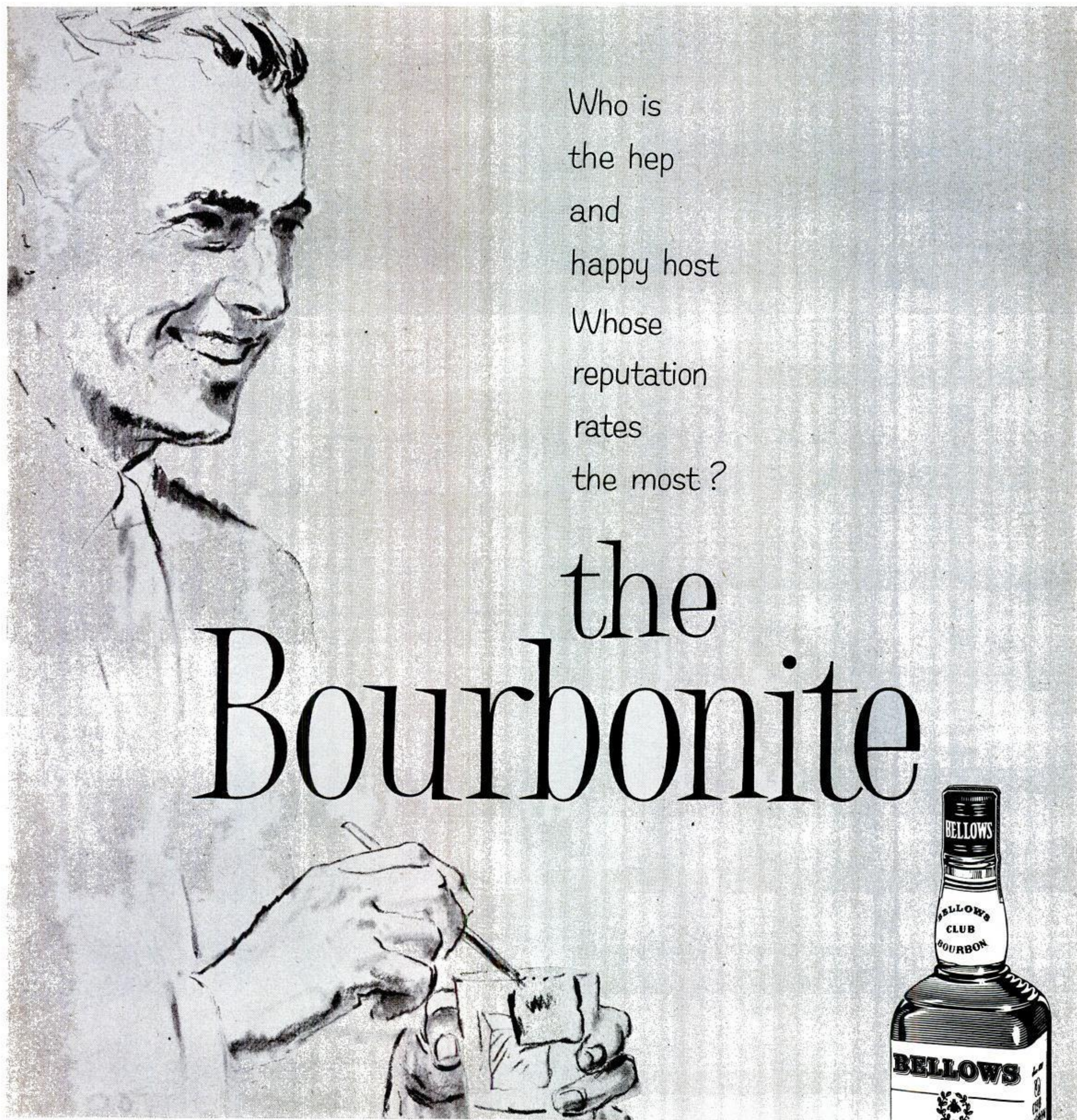
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Whose  
reputation  
rates  
the most?

# the Bourbonite

He knows just how to get a conversation off dead center—and an evening off the ground.

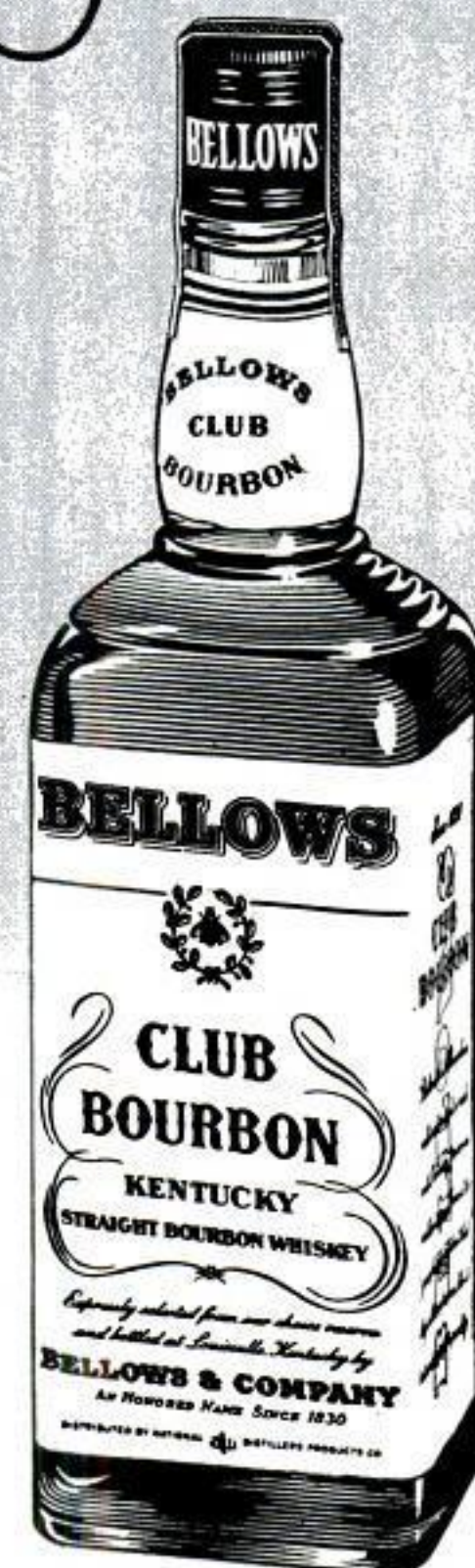
He'll make a fourth—or uncork a fifth—with the same cheerful efficiency.

What's more—in fact most—he knows that nothing makes for a more amiable meeting of minds and tastes than to have a good supply of that truly American whiskey—Kentucky straight bourbon.

And, of course, he serves the bourbon with all the rich, deep, real Kentucky goodness—BELLOWS CLUB BOURBON—the true Bourbonite's delight.

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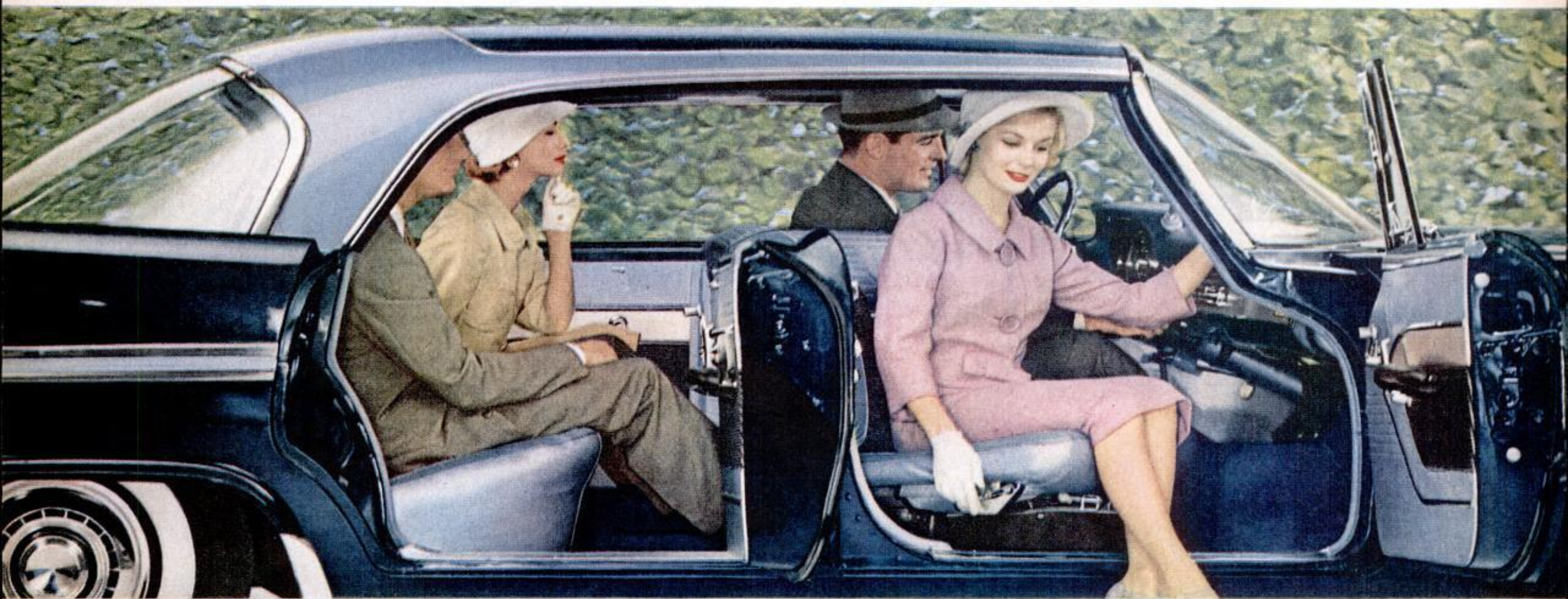






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How was Chrysler able to add extra room this year when all other cars seem cramped?

(1) We made the doors wider and higher to let you in and out easily. (2) Added the option of Swivel Seats to swing you inside gracefully. (3) Raised the roof to give you room for sitting straight and proud—and with your hat on. (4) Pushed the rear seat back to let you stretch your legs. (5) Raised the seats so your feet would fit flat to the floor. (6) Snugged the seats up close to the door so you needn't take a long step before you sit down.

In a Chrysler, as in no other car this year, you're never "locked in" to one position. There's room to shift around, to rearrange yourself and get comfortable all over again.

There's a Chrysler waiting for you right now at your Chrysler dealer's. See its trim, taut style that set an industry standard. Then get in and go. Experience the driving ease of pushbutton TorqueFlite automatic transmission . . . the road-calming competence of Torsion-Aire Ride . . . the stop-on-a-dime safety of Total-Contact Brakes. Do it soon!



*lion-hearted*

# CHRYSLER

*. . . setting the pace in style*





## MAC, IT'S COLD OUTSIDE A GUEST, AND PEACE, GET MOSCOW CHILL

A well-meaning man, a distinguished guest of Russia's Nikita Khrushchev, last week looked down on the desolate winter snowscape of Moscow (*above*) and hoped that his host might help "guide the world through the next generation in peace." Then when British Prime Minister Harold Macmillan's back was turned Khrushchev held his guest up to sneering personal ridicule and, in a needless political speech, bitingly turned down the West's proffer to negotiate its differences with the Soviet Union by beginning with a foreign ministers' conference.

The whole thing was bewildering. Macmillan's very presence in Moscow—as he said on a "reconnaissance" mission to explore Russian attitudes toward the Berlin issue—was an earnest of the

West's sincere desire for the peace which the Russian master, too, professed to want.

What did it all mean? Perhaps, underneath the rudeness, lay Russia's obsessive—but genuine—fear of NATO arms in Germany. Or perhaps, for a baser motive, Khrushchev was trying to discredit the Tory prime minister at home, hoping to see in England a Labor government easier for the Kremlin to hoodwink. But his attack was so cocky, so brazenly contemptuous that, since Russia has ordered the West to get out of Berlin by May 27, we must carefully weigh a portentous question: does Khrushchev's ultimatum mean possible war?

Far away in the Atlantic, echoing the disquiet in Moscow, the week brought another incident to fray East-West tempers even more (*pp. 18-19*).

Photographed for LIFE by HOWARD SOCHUREK



MOSCOW CHILL CONTINUED

## MAN IN A FAMOUS HAT GETS TO LOOK AT SOME RUSSIAN GUARDS AND GIRLS



**IMPASSIVE ESCORT,** Kremlin motorcycle police stand wooden-faced beside machines after leading

the Macmillan car to Khrushchev's office (*right*). The star-topped spire is one of 19 Kremlin towers.



**APPLAUDING STUDENTS** in a Moscow University auditorium gave Macmillan an intent hearing





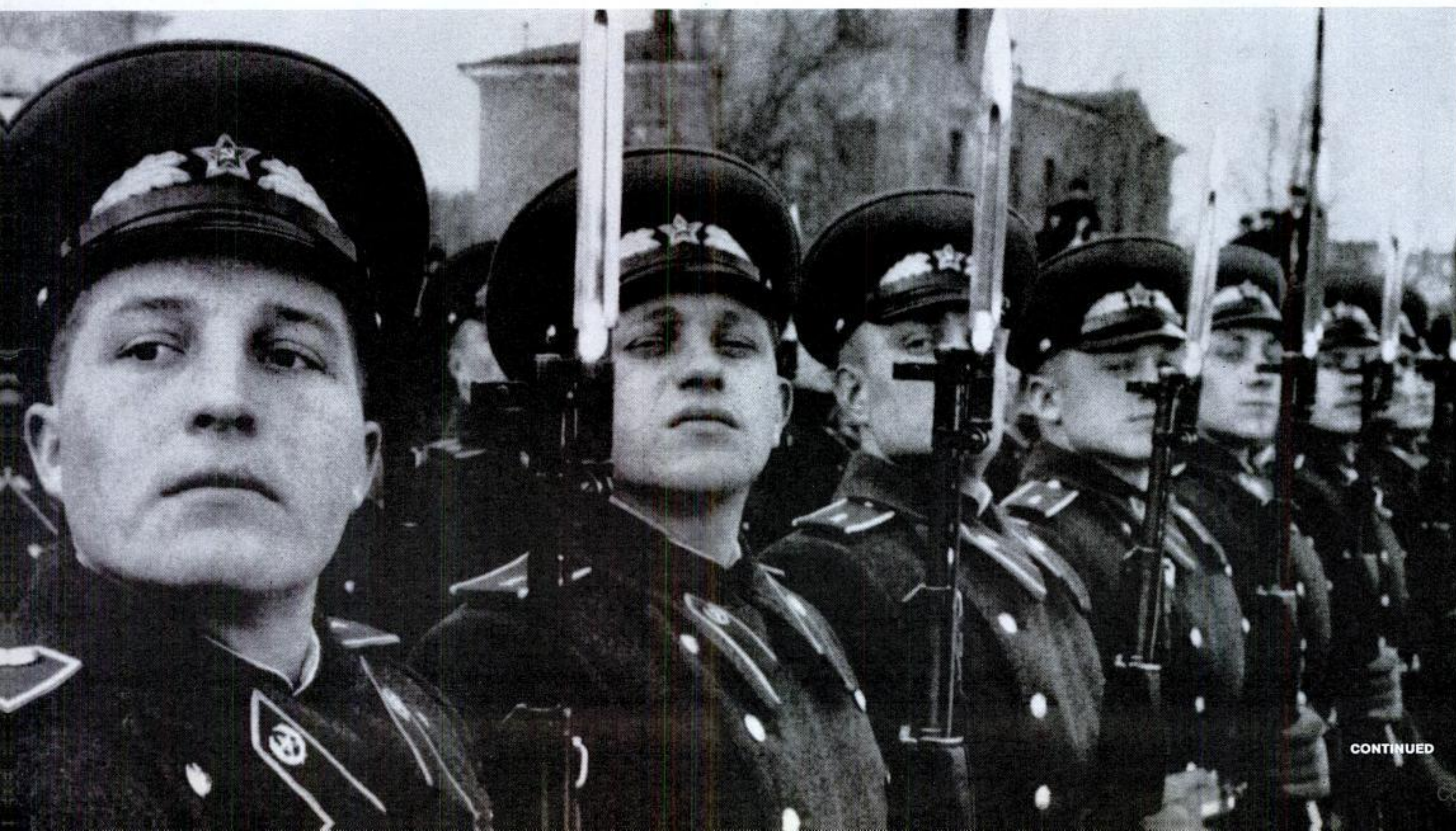


and then approved his plea for "peace and justice as the twin pillars of the world's future progress."



**SURVEYING THE SCENE,** Macmillan shows off a cream-colored lambs-wool headpiece that he bought

on a visit to Moscow 30 years ago. His tall hat has already inspired a new fashion craze in England.



CONTINUED







# KHRUSHCHEV'S INSULT PUTS WEST ON NOTICE

by ROBERT MANNING

Chief TIME-LIFE London Bureau

MOSCOW

In gentlemen's poker there is an understanding that a player does not pass and then raise the bet; this is called sandbagging. Among Britons there is another understanding that "one plays the game." In reasonably polite society there is still another understanding that you do not walk into your guest's room while he is out, steal his spare pants, puncture his hot-water bottle and write four-letter words on his bathroom wall, especially when the guest is the prime minister of a great proud nation. All these niceties Khrushchev violated by his attack behind Macmillan's back. And Khrushchev knew very well what he was doing. He was sandbagging the prime minister of Great Britain.

Would Macmillan throw in his hand? Or would he stick with his cards and play on? In another day a British prime minister would not have hesitated. At the Congress of Berlin in 1878, when czarist Russia deadlocked the negotiations, Britain's Disraeli coolly called for his special train. The Russians yielded.

But times have changed. An unhappy Macmillan, freshly dined and combed, appeared at a British embassy reception to watch Khrushchev monopolize his guests and Mikoyan drink his Scotch whisky and joke about his embarrassment. In Macmillan's hearing Mikoyan told Khrushchev, "I have been consulting all the ambassadors about your speech. They are thrilled by it, some pleasantly, some unpleasantly." The two Russians laughed. Macmillan stood in the background for 20 minutes, drained by fatigue and cold and disappointment. He even left the party to rest in a nearby room.

The temptation to pull a Disraeli and send for his jet Comet almost certainly flickered across Macmillan's mind. But Britain was 81 years older and no longer the top world power. Moreover by Macmillan's own stipulation there were no negotiations to break off; he was only exploring. He decided to play it out. So did Khrushchev, who announced that, contrary to his repeatedly announced intention, he would not, after all, accompany Macmillan on a two-day flying trip to Kiev in the Ukraine. The press of serious business? No. Mr. Khrushchev simply had to have a tooth filled—and how sharper than a serpent's tooth it was.

The day before he left London, Macmillan had told Parliament, "I cannot help feel that a visit of this kind can do no harm. I trust it may do some good." Paradoxically enough, these hopes were now being justified. At home, where he must call an election within little more than a year, he will be able to demonstrate that he went to Moscow, with the Labor opposition's fervent blessing and extended a peaceful hand, only to have it bitten. What more could a man do? This was an insult so emphatic and so contemptuous of the whole British nation, that it seemed more likely to arouse British sympathies than disdain.

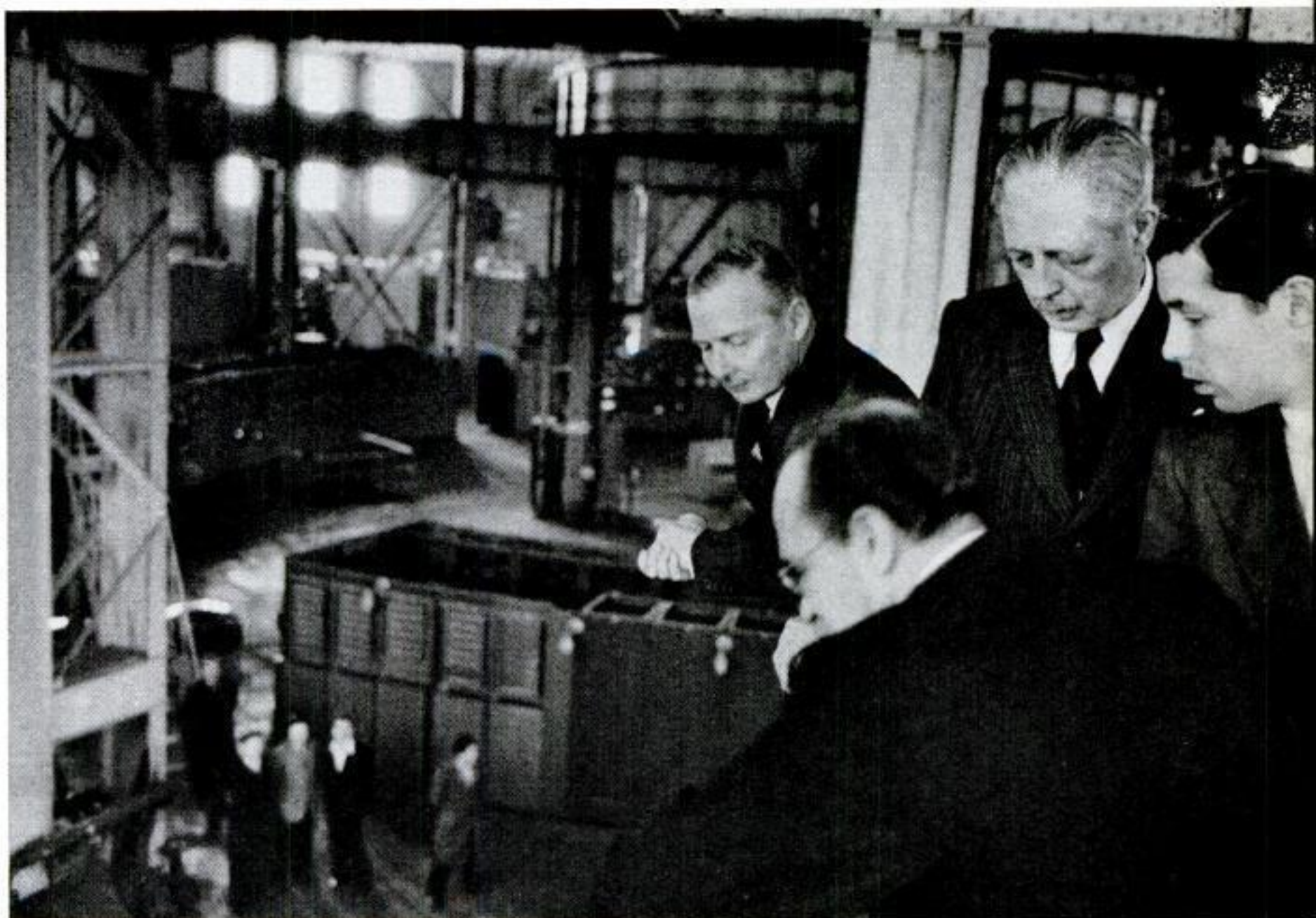
In the end Western allies may find themselves thankful for the prime minister's mission. "Now more than ever I feel it was a trip that *had* to be made," said one of Macmillan's lieutenants. "We came to find out what was on his mind and what were the motives of his policy. Well, we have found out a lot about that."

Some of Macmillan's men sought small comfort in the fact that Khrushchev had not *formally* rejected a foreign ministers' conference on Berlin. This was looking for a sunbeam in a mushroom cellar. Khrushchev had offered no hopes of any early meeting of minds between East and West. But perhaps unwittingly he had done the West a favor. Just as Stalin inspired NATO and force-smelted the unity to carry it through the toughest days of the cold war, Khrushchev stepped in to apply the brush just when Western unity needed a new coat of mucilage. That, in any case, is more than Napoleon took back from his trip to Moscow.



**BEFORE THE CHILL** Macmillan with Foreign Minister Selwyn Lloyd (back to the camera) met

Khrushchev for first talk. Offering two mineral waters, Nikita says one is "for kidney trouble."



**DURING STAB IN BACK**, Macmillan with Lloyd (left) is shown the world's biggest atomic accel-

erator by the Russians. While he was on this visit, Khrushchev delivered his insulting speech.



**AFTER THE INSULT** Macmillan manages to look self-contained at a British embassy party

while Khrushchev is ebullient as always. Macmillan had just learned about Nikita's speech.





**BROUGHT TO**, the Russian motor trawler *Novorossisk* lies few hundred feet from the U.S.S. *Roy O. Hale* quietly awaiting arrival of American boarding party.



**FROM 'NOVOROSSIISK'S' BRIDGE** a U.S. signalman sends wigwag semaphore message to U.S.S. *Hale* that boarding party has accomplished its inspection.

## AND THEN THERE'S AN INCIDENT

### Navy boards a Red ship suspected of cutting cables

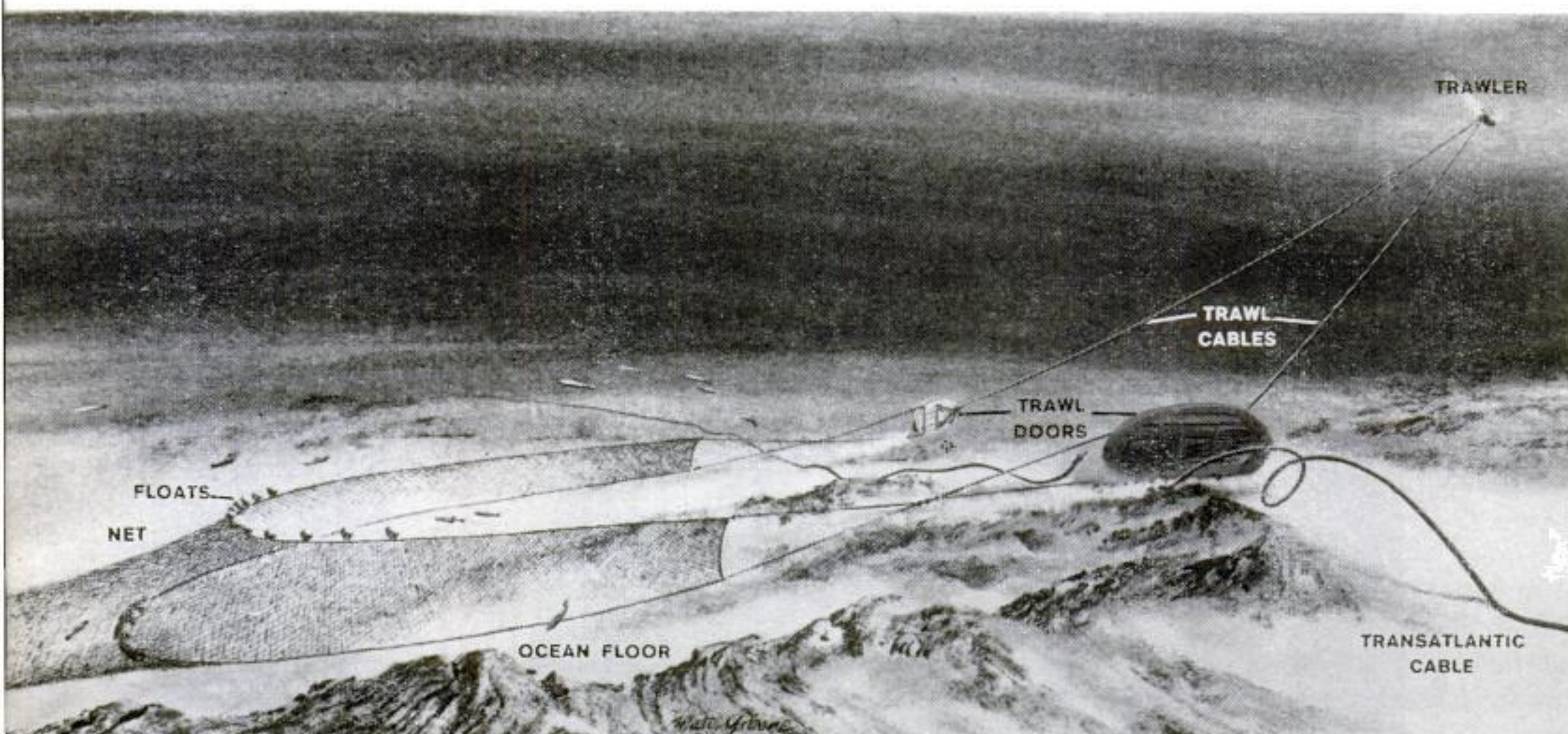
While the West's hopes for peace were being jolted in Moscow, an event much closer to home showed just how jittery the situation had become. In the coastal waters off Newfoundland, practically in America's own backyard, U.S. Navy personnel boarded and searched a Russian vessel suspected of cutting cable lines. It was the first time such an incident had happened in 50 years.

Last week five transatlantic cables linking America and England suddenly parted in about 200 fathoms of water just north of the Grand Banks. The Russian trawler *Novorossisk* was in the area, working alone. It was normal for the vessel to be there; like many other nations Russia keeps a fishing fleet in these waters. But in these times the U.S. stands ready to take swift action regardless of the chances. One of the first acts of war could be the abrupt cutting of communications with Europe. So the picket ship U.S.S. *Roy O. Hale* was dispatched to the *Novorossisk*. The U.S. signal was to heave to. Then, invoking an international convention

allowing Navy ships to search vessels suspected of damaging underwater cables, five unarmed men from the *Hale* went aboard.

The Russian crew did not protest. Led by Lieut. Donald Sheely, the American seamen found plenty of fish and no sign of cable-cutting equipment. Finally the *Novorossisk* was asked to leave the area. "It was pretty formal," said Sheely; "nobody proposed any toasts."

It is true that every year fishing boats trawling with a deep-water rig (*below*) do break cables and the Red ship may have cut a cable by chance. But it has never happened that five were severed, suddenly, at practically the same time and place. This time a cable company repairing the break claimed its cable had been hauled out of the water and cut. It was possible that the *Novorossisk* was probing U.S. defenses and had cut the cables as part of a program aimed at keeping jangled U.S. nerves on edge. As though to lend support to this theory, the Soviet Union officially blasted the peaceful boarding as a "premeditated provocation."

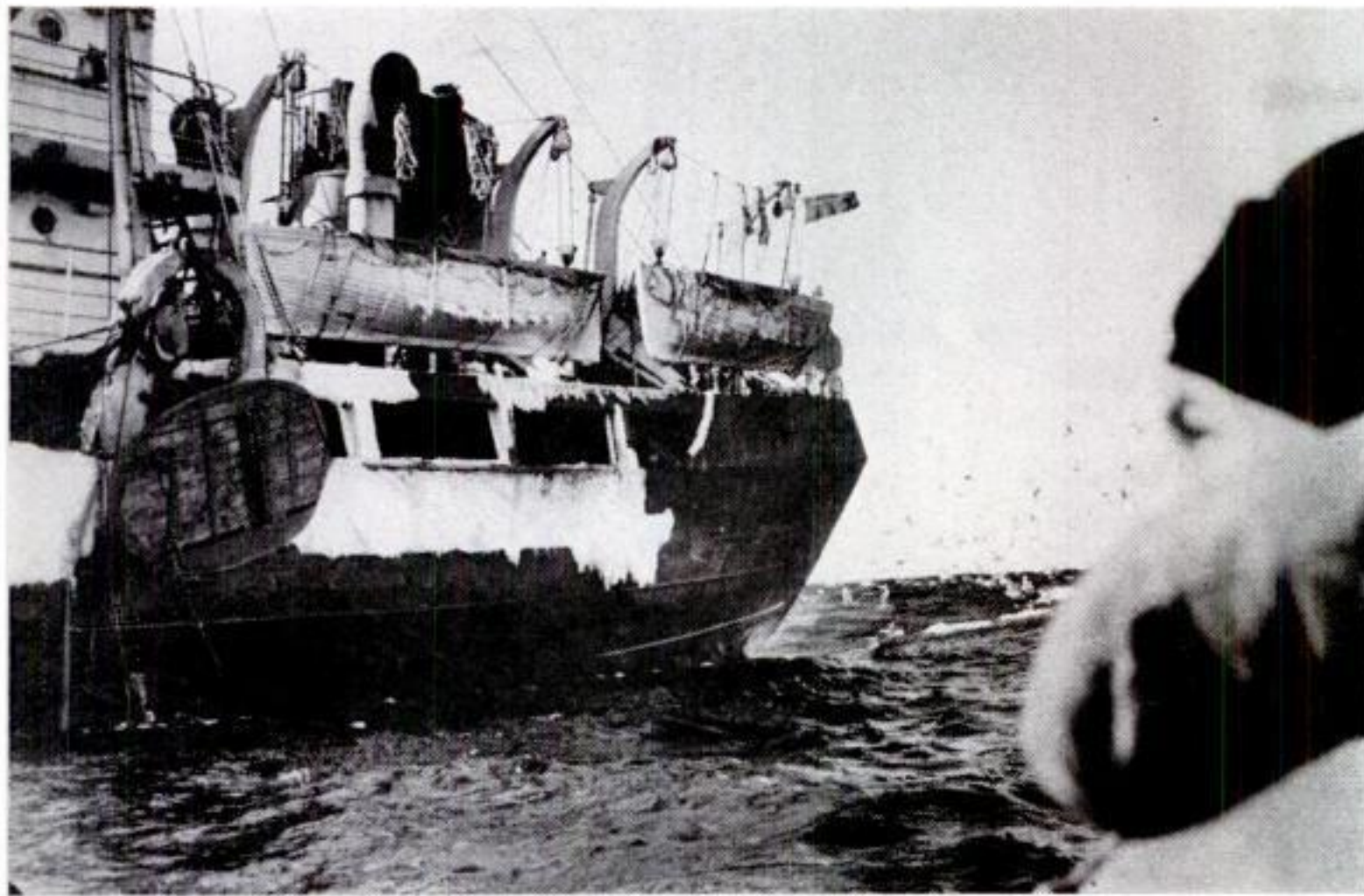


**HOW CABLES ARE CUT** by trawling rigs is shown in drawing. Nets dragged for fish are pulled along

bottom behind "trawl doors" which keep net on ocean floor. When they cross a cable it may snap.







**THREAT TO CABLES**, 2,000-pound oval "door" used to keep deep-riding nets on bottom, hangs at trawler's side in photograph taken by the departing boarders.



**"WELL DONE"** is given boarders in Argentina as admiral, William Martin, shakes hand of Lieut. Sheely, who led party. *Hale's* captain, Ernest Korte, is in center.







**VETERAN WET** H.A. Bailey of Hastings voted for repeal on six previous ballots. "The drys just lost their pep," he declares. "The state will go wet this time."



**FARMERS WHO DISAGREE** are Wet A. D. Ezell and Dry Mrs. Willis Aulbert of Ketchum. He says state is wet anyhow. She calls drinking "a terrible thing."



## CONFIDENT WETS, PRAYERFUL DRYS

Oklahoma's wets exuded brassy confidence, the drys exhibited earnest, ardent resolution. Nobody was sure how the April referendum would turn out.

Wets argued that repeal might curb drunkenness because while booze was illegal nervous consumers "have to drink it too fast." Wet

wags sang, "Whisky in the morning, Whisky in the evening, Whisky at suppertime, Give us all our whisky, We'll love you all the time."

The drys were in unwilling alliance with the bootleggers, who were against repeal too. Ignoring that, some drys made a moving gesture: they prayed for their cause daily at 9 a.m.

KNEELING IN PASTURE WHILE FEEDING HEREFORDS, DEVOUT SOUTHERN BAPTIST SAM FRIEND OFFERS THE 9 A.M. PRAYER FOR DRY TRIUMPH IN REFERENDUM







*A new Chevrolet has a special way of leading your kind of life. Here—the Biscayne 4-Door Sedan.*

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*Maybe you can't please everybody, but this car comes mighty close*

*Isn't it nice that a car can be fine and beautiful and still practical and economical? It's never been managed quite the way Chevrolet manages it this year. Here's all the style, room, comfort and performance anyone could want—along with Chevrolet's own famous brand of economy, reliability and durability.*

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New, bigger brakes—deeper drums, better cooled for safer stopping and up to 66% longer life.

Turboglide, Powerglide and Level Air suspension head a full list of extra-cost options.

*Chevrolet Division of General Motors, Detroit 2, Mich.*



*The car that's wanted for all its worth!*





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*the Jet Airline brings you*

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**Everyone loves the Electra Flagship.** You'll develop a special fondness for the Electra. This is because the Electra Flagship is a very remarkable airplane. Like all Jet-powered planes, it is quieter, more restful than any you've known before. Vibration, primary cause of travel fatigue, is almost completely gone. With all its speed, you feel an unhurried serenity.

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**A new kind of plane—a new kind of service.** The Electra is a Jet-powered aircraft designed for the special service to which it is assigned. It gives you Jet speed of 400 miles per hour or more. Because it takes off and lands quickly, it can serve any of American's cities. Yet it can fly across the country without pause, so great is its range. The Electra Flagship is an impressive performer in





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Open this  
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*One thing about  
cleaning pots and pans,  
you feel so good  
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**See the interwoven fibers**

Only S.O.S is interwoven to hold its shape—hold its soap. That's why women say nothing else cleans, scours and shines so fast.



**See the instant-sudsing soap**

A new, improved, fast-acting soap—and plenty of it—cushions the scouring action. Makes surfaces gleam.



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So convenient to grip—just right for getting into stubborn corners of pans, glass baking dishes, ovens and stove burners.

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# KHRUSHCHEV AND WAR

The U.S. has been urged to mobilize in one form or another—among others by such informed voices as General Maxwell Taylor and Dean Acheson. Sarajevo talk runs through Europe. In a Senate speech last week, Democrat Thomas Dodd of Connecticut warned that we may be facing “the supreme and ultimate test” and asked for “a 90-day (preparedness) program of the utmost urgency.” From Topeka, Kan. Alf Landon declared, “We have seen so many crises in the past 10 years that people find themselves under the spell of the old fable where the boy cried ‘wolf, wolf’ too often. But this is it.”

Such were some of the reverberations from Khrushchev’s latest speech (p. 17). He not only deliberately affronted his guest Macmillan; he also gave sudden shape and substance to the ever-latent specter of war.

Khrushchev reiterates his intention to turn Berlin over to the East Germans; we reiterate our right and resolve to reach and defend the Berliners; on both sides the official words point straight to a physical clash. Yet many of the same people who now see war as a real possibility do not believe it will happen. Why not?

Some are lulled by mindless complacency, as in Landon’s fable. Others see a variety of yet untested ways around the clash, from a summit meeting to another airlift. But the best reason for not expecting war is the unlikelihood of miscalculation on either side. The blind border incident that triggers unintended catastrophes is not the chief danger in this situation. Almost certainly, the precipitation of World War III will be the decision of one man. He is Khrushchev, and war will occur

when he decides he wants it—not unless and not before. This has long been the case, but never was it so dramatically clear as Khrushchev made it last week.

The only danger of miscalculation is that Khrushchev, that master of steel-nerved brinkmanship, may rely on Western indecision and a Western retreat from Berlin if he pushes his threat far enough. To minimize this danger, the West must eliminate any indecision, and any signs thereof that might tempt him. If Khrushchev wants war, he will of course get it. But if he does not want war, he must not be misled into expecting its fruit.

Militarily Berlin is vulnerable. It is sometimes advisable to evacuate indefensible positions—in a shooting war. But until Khrushchev decides otherwise, this is not a shooting war. It is a political and moral war; and the Western case in Berlin is politically and morally invulnerable. Indeed we could scarcely ask a better case.

Said Senator Dodd:

“The hazards of flexibility and vacillation are far greater than those of strict adherence to right principles. . . .

“The Berlin question is more than a question of policy, of diplomacy, or of military posture. It poses an inescapable moral question.

“This may be our last chance to redeem our past errors. In a record filled with failures, compromises, and concessions that spelled slavery for millions of people, we have preserved one last outpost of freedom within the Communist slave empire. That outpost is West Berlin. It must never be surrendered.”

## MISSILES AND DIPLOMACY

Turning from the immediate crisis (*see above*) to a longer-term problem: Is the President’s defense budget too small? There is a strong argument, made on page 117, that it should be reopened and enlarged to offset the “missile gap” of 1961–65, during which critical years the Russians will otherwise enjoy a 3-to-1 edge in installed ICBM capacity. By doubling our Atlas orders for those years at a cost of some \$600 million a year, we could reduce the chances that Russia might get the drop on us.

The arguments are not all on one side. Since our present nuclear delivery systems are enough to destroy everything in Russia, why pay more? Filling the gap would be to indulge in what is gruesomely known as “overkill.” The argument proceeds to technical questions of launching times, warning margins, and accuracy probabilities, which we shall not pursue here.

But two observations we will make. First, budgetary considerations should *not* be allowed to decide the issue. Second, there are political reasons for filling the gap that the President and Secretary McElroy may have underestimated.

As to the budget: we wholeheartedly support the President’s determination to balance it—and as close to his \$77 billion estimate as possible. But the defense component of that budget (\$40.9 billions) was set before the case for more Atlas squadrons had been thoroughly made inside the Pentagon. It should therefore be reopened on its own merits. If 200 more Atlases are a good insurance buy, the annual \$600 million premium can certainly be found. If it cannot be found elsewhere in the present military budget, then it can be found in the \$36 billion scheduled for civilian spending. The farm program alone is budgeted at \$6 billion. Farmers, like most Americans, would presumably accept a 10% cut for the sake of survival.

The budget ceiling must remain at a Caesar’s-wife distance from any suspicion that it is controlling in a major defense policy decision. We can afford what we need—and *without* unbalancing the critical 1960 budget.

Our second observation is that the physical security of the continental U.S. is not the only thing at stake here. Regardless of any security risk, there is also a grave political risk in accepting a second-class role in the missile race.

“Atomic missile blackmail” (p. 124) is a new and dangerous variable in the equations of the cold war. The U.S., we trust and predict, will not succumb to it so long as we have any retaliatory power at all. But unlike the peace we are trying to keep, the courage of an alliance is not indivisible.

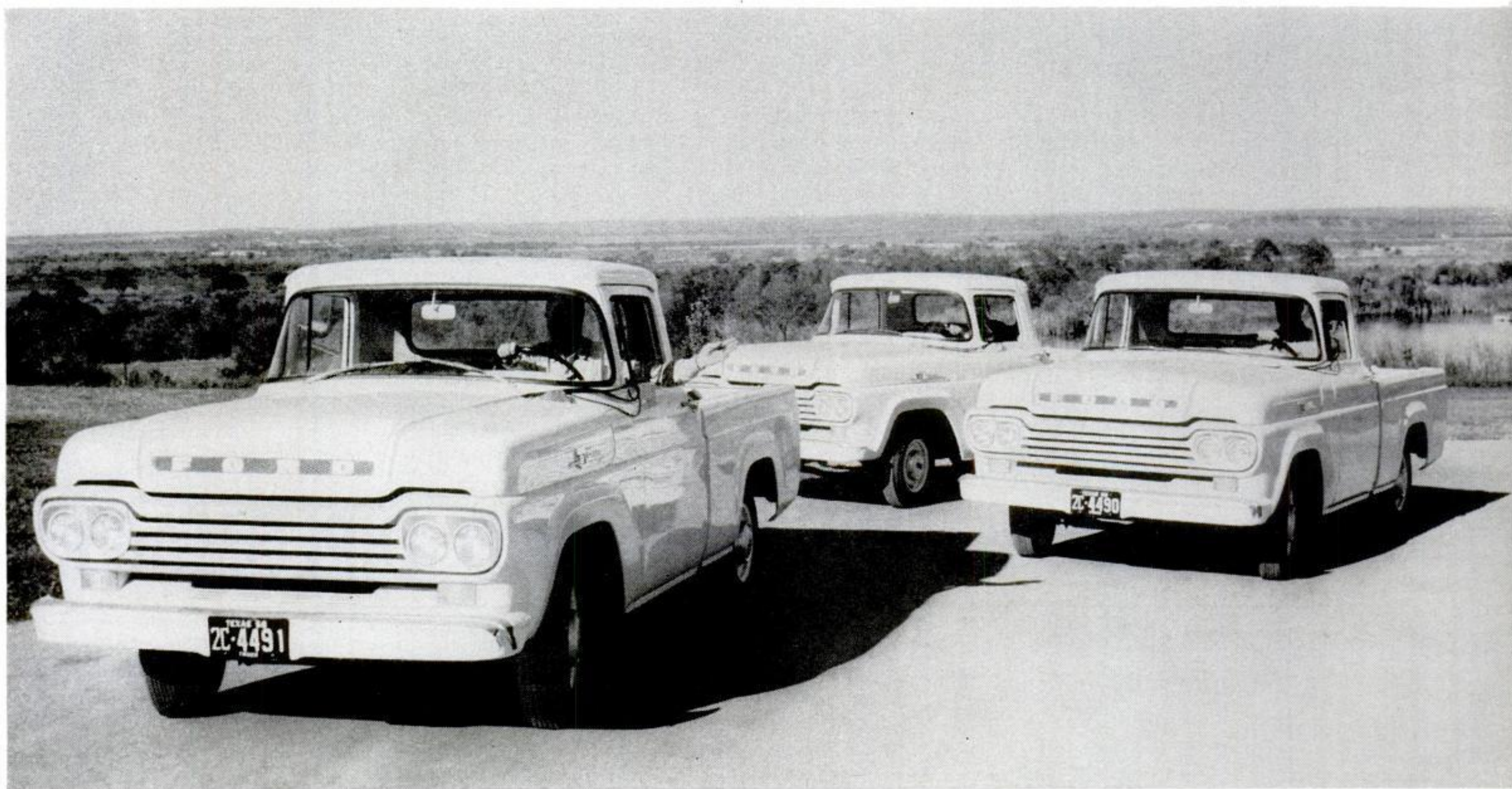
For all its NATO installations, Europe as a whole could no more defend itself against an all-out Soviet assault than could the city of Berlin. Its security and self-confidence depend on the commitment to NATO of U.S. policy and U.S. arms—in short, on SAC. Every politician in Europe knows this whether he admits it or not. Thus the U.S. defense budget is an international issue. A marked Soviet superiority in missiles might or might not endanger the continental U.S., but it certainly could mean a marked deterioration in the political morale of NATO’s weaker links. Already there is an alarming reluctance (except in Britain) to accept IRBMs lest they make Europe too conspicuous as a Soviet target.

No doubt the Russians are as reluctant as we are to fire an ICBM in anger. But they are ready enough to brandish them for political effect. When Marshal Malinowsky recently boasted, “Your arms are too short”—meaning our ICBMs—he was speaking not as a military tactician but as a Communist propagandist. If we are going to play in the missile league, neither a hedgehog nor a poormouth stance is appropriate. The size, range and numbers of our weapons are part of the strength of our diplomacy, essential to keeping followers of a strong American diplomatic lead. If our allies should suspect us of their own worst failing in NATO, namely military cheese-paring for the sake of domestic politics, their confidence in the alliance would sink to the level of their confidence in themselves.



***NOW! CERTIFIED PROOF—FORD TRUCKS COST LESS...***

# **'59 Ford Trucks Win — average 25.2%**



'59 Ford pickups running one of the Economy Showdown courses set up by the research engineers. Like all the new '59 pickups tested, these are regular stock models with a standard six-cylinder engine, 3-speed transmission and standard rear axle ratio.

- **Biggest comparison tests of truck gas mileage ever conducted by an independent research firm!**
- **Pickup models of all six makes tested in all kinds of driving!**
- **Both new and used trucks tested—534 units all told!**

All tests  
conducted and results  
**CERTIFIED**  
by America's foremost  
independent automotive  
research organization\*

\*NAME AVAILABLE ON REQUEST.

Send inquiry to: P. O. Box 2687  
Ford Division, Ford Motor Company  
Detroit 31, Michigan

The difference between the right truck and the wrong truck can cost you *hundreds of gallons of gas* the first year alone!

A pretty startling figure? It's just one of many findings from the most far-reaching tests of truck fuel economy ever made.

These tests dug out the actual facts on gas mileage the only way they could be gotten—every truck pitted against its brother in an Economy Showdown.

To keep the tests fair and impartial, Ford Motor Company went to America's leading independent automotive testing firm. The project was outlined, the funds provided, and the Economy Showdown became solely the research organization's baby.

## **FIRST TESTS—NEW '59 TRUCKS**

Standard six-cylinder models of the six leading half-ton pickups first were put through an exhaustive series of road trials. All '59 trucks—Ford and competitive—were bought from dealers, just as you would buy them. After at least 600 miles break-in, all were brought up to manufacturer's recommended specifications.

The trucks were then tested at constant speeds of 30, 45 and 60 miles an hour. Next came stop-and-go tests, ranging from moderate city traffic to normal retail delivery operation. Acceleration rates were carefully timed in each gear to insure accurate results for all makes. Here are the results—certified by America's



# Economy Showdown USA *better gas mileage!*

foremost independent automotive research organization.

## CERTIFIED SHOWDOWN RESULTS

The '59 Ford Sixes, *in every test*, averaged more miles per gallon than every other make!

Combining all tests, the '59 Fords led the average of all other '59 pickups by 25.2%.

To put it another way, for every 1,000 miles driven, the '59 Fords gave an extra 252 miles gas free.

For the typical truck owner driving 10,000 miles annually, this would amount to a saving of 129 gallons of gas the first year alone. In fact, compared with individual makes, Ford's indicated gas savings go as high as 219 gallons a year!

## WHAT'S THE SECRET?

How can a '59 Ford Six make four gallons do the work of five in other trucks?

First, of all pickup Sixes, only Ford has modern Short Stroke design. This new type of engine is basically far more efficient than the long-stroke Sixes of other pickups—most of which were born before World War II! (One measure of the Ford Six's efficiency: it delivers not only more *economy* but also more net usable horsepower than any other pickup Six!)

Second, to this modern engine Ford has added a new economy carburetor. By metering fuel more precisely in both low- and high-speed ranges, Ford's new carburetor boosts gas mileage in every type of driving. And it's *standard at no extra cost*.

## WHAT SPEED GIVES BEST ECONOMY?

Economy Showdown tests reveal that, with any make truck, actual miles-per-gallon depend upon the kind of driving you do. In normal retail delivery operation, for example, gas mileage drops to less than half that obtained at a steady 30 miles per hour.

High speeds are hard on economy, too. At 60 mph, it takes 16 gallons to go the same distance that 10 gallons will take you at 30 mph.

You can't always tailor your driving to get absolutely maximum economy, of course. But of this you *can* be sure. No matter where or how you drive, no other leading truck will give you the gas savings of Ford's modern combination: Short Stroke Six plus new economy carburetor. Economy Showdown USA proved it!

Your Ford Dealer now has the full report of Economy Showdown USA. Why not call him today and get the whole story firsthand? It could save you 129 gallons of gas—or even 219 gallons—your first year alone!

## HOW NEW '59 SIXES RATE IN GAS MILEAGE

'59 FORD SIXES GIVE	25.2% more miles per gallon than Make "C"	31.1% more miles per gallon than Make "I"	9.6% more miles per gallon than Make "G"	42.6% more miles per gallon than Make "D"	22.0% more miles per gallon than Make "S"	25.2% more miles per gallon than the average of all makes
IN ONE YEAR (10,000 miles) FORD SAVES	129 gallons of gas	160 gallons of gas	49 gallons of gas	219 gallons of gas	113 gallons of gas	129 gallons of gas

## HOW GAS MILEAGE DROPS FOR OLDER TRUCKS

Everybody knows that gas mileage falls off as a truck gets older. But how fast, how far? To bring you this information, 499 pickups now on the road were tested. In these tests, the '59 Fords were tested without break-in.

As you can see, gas economy tends to drop sharply somewhere between the second and fourth years . . . levels off after six years. From a gas-cost standpoint, it appears logical to trade a truck after three or four years.

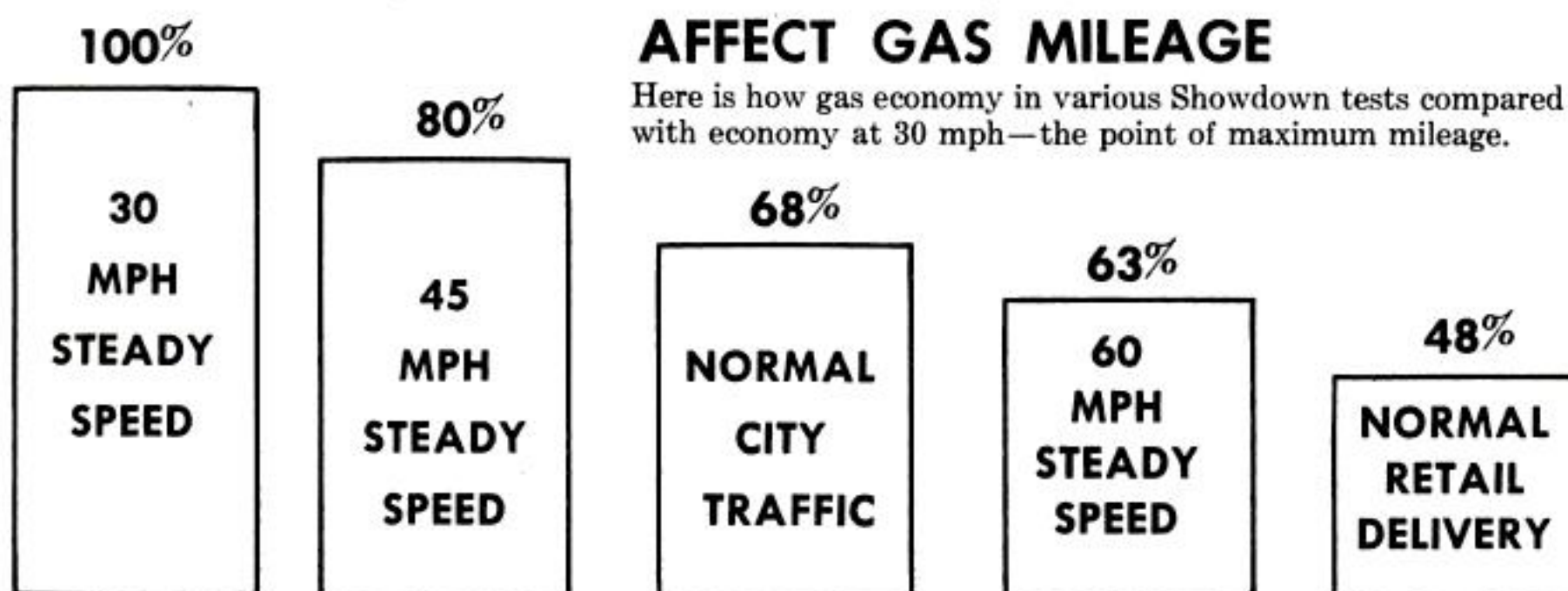
Had the new '59 Fords been broken in (as all 1959 trucks were in the tests above), they would have achieved a much greater advantage over the older models than is shown here.

### '59 FORD GAS MILEAGE BETTER BY

25.6%	27.5%	24.6%	15.2%
9- to 11-year old trucks	6- to 8-year old trucks	3- to 5-year old trucks	1- and 2-year old trucks

## HOW DIFFERENT KINDS OF DRIVING AFFECT GAS MILEAGE

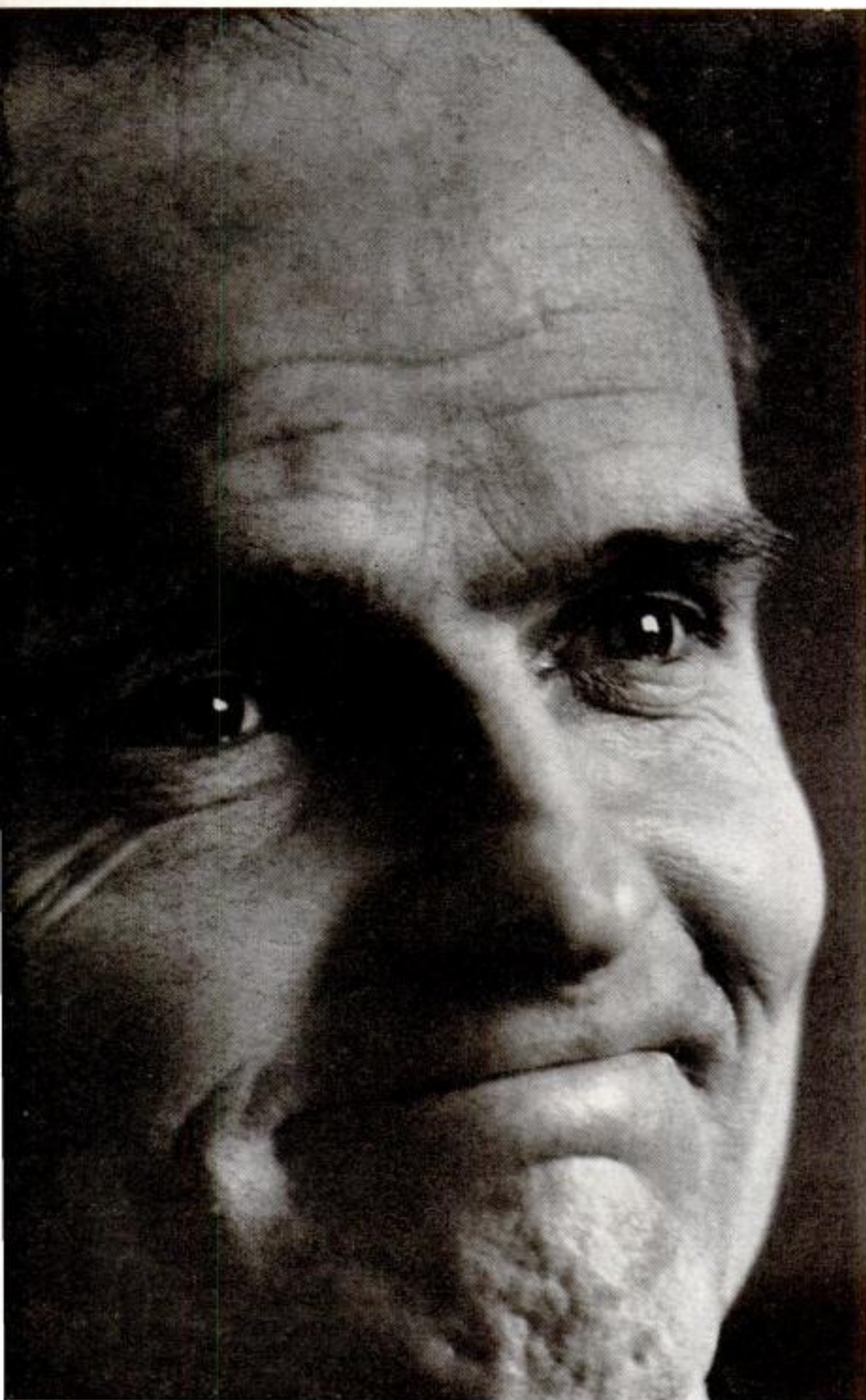
Here is how gas economy in various Showdown tests compared with economy at 30 mph—the point of maximum mileage.



**GO FORD-WARD** for savings  
**FORD TRUCKS COST LESS**  
 LESS TO OWN...LESS TO RUN...LAST LONGER, TOO!



# A LOOK AT THE WORLD'S WEEK

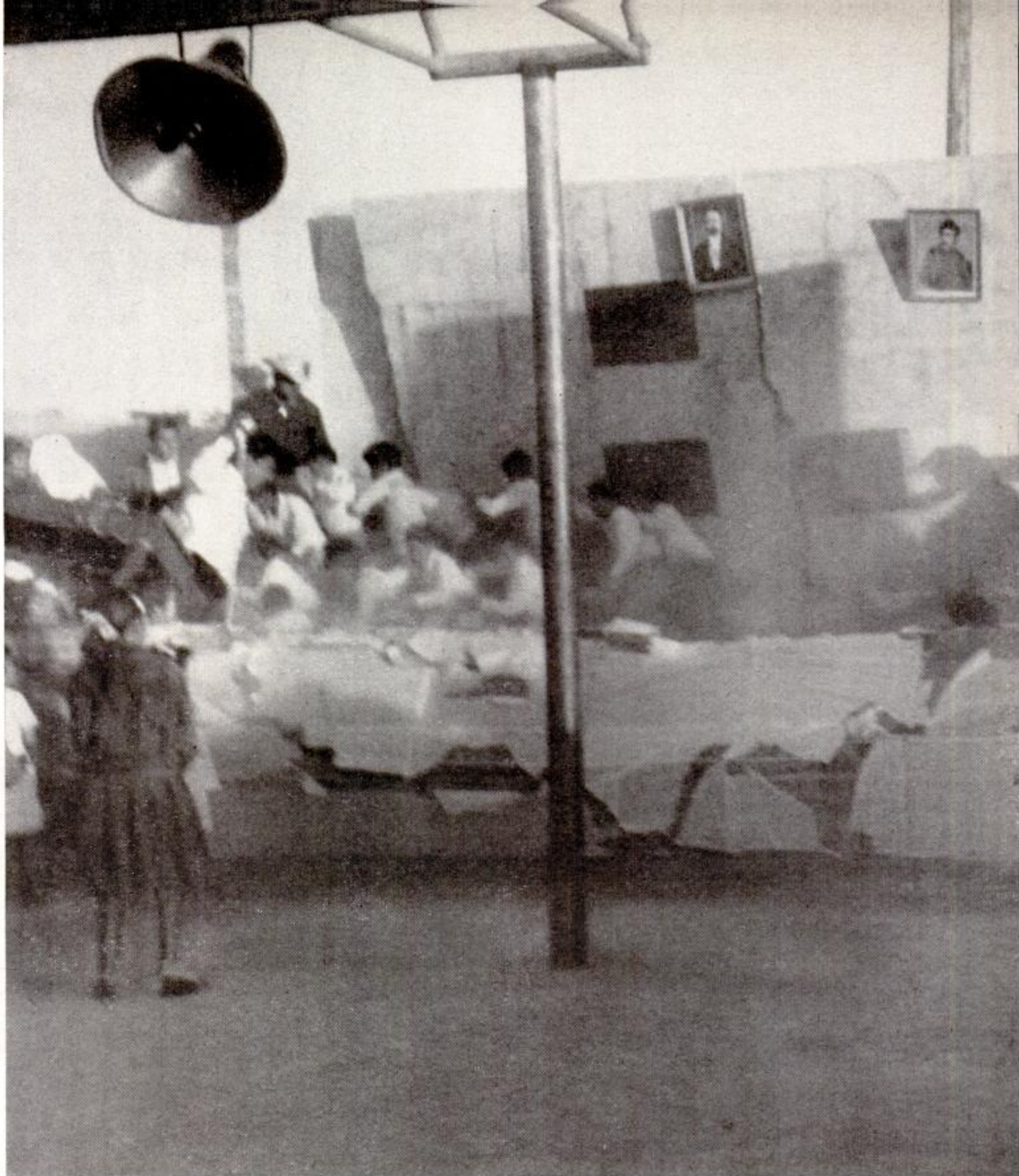


## A BRASH SENATE REBEL

On observance of Washington's birthday Wisconsin's Junior Senator William Proxmire began a bold crusade against tactics of his party's Senate boss, Lyndon Johnson. He criticized Johnson's one-man rule of Democratic policy. Publicly fellow senators gave small support. One joked, "There were two farewell addresses yesterday—Washington's and Proxmire's."

## ROBERTO AND SONALI →

Two figures in a multi-sided romance willingly posed for the first time when Roberto Rossellini and Sonali Das Gupta invited a photographer to a hideaway near Paris. Sonali had been living secretly near Rossellini for 16 months. Rossellini said they hoped to marry when her divorce is complete and the annulment of his marriage to Ingrid Bergman is cleared in Italy.



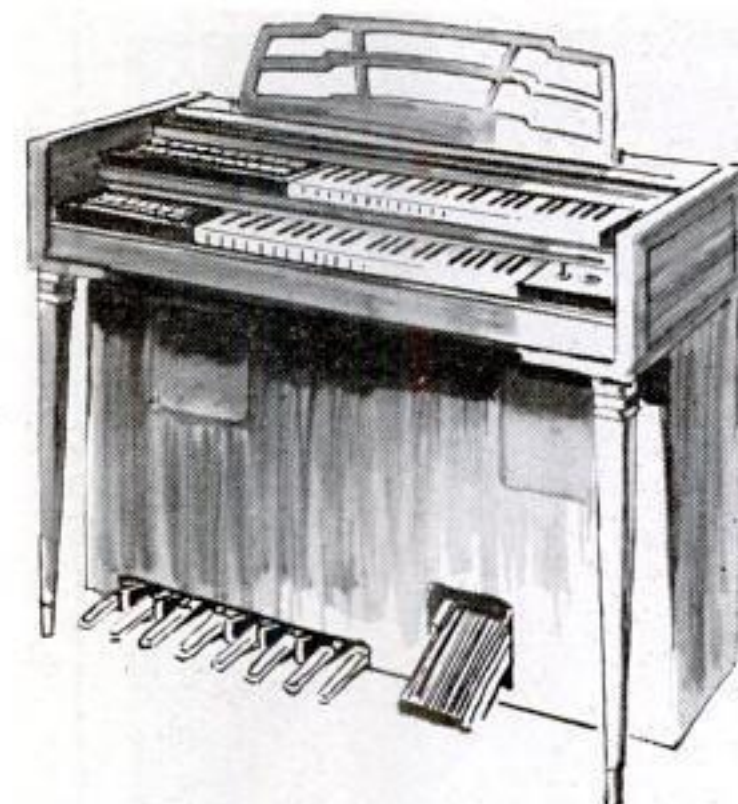
## A MOMENT OF TERROR HAPPENING ON STAGE

The fearful and rare spectacle of disaster at the moment it happened was caught by Photographer Roberto Ortiz at a flag day ceremony in Kilometer 37, Mexico. School children had

just crowded onto a wooden stage when the floor buckled. Some fell to the basement, then the adobe wall cracked (*above*) and collapsed. Twelve children were killed and 25 hospitalized.







*We sincerely believe  
we can prove to you that this is...*

## The world's easiest-to-play musical instrument!

Yes, we know about ocarinas, recorders and ukes. But we still say that there has never been an instrument that gives *so much* musical satisfaction *so quickly* as The Lowrey Organ. It's the easiest to play of all musical instruments.

Can you think of any other instrument that gives you a whole, melodious choir of instruments while you play with only one finger? Or the vibrant beat of a rich string bass simply by tapping your foot on the pedals? The Lowrey does! And experienced musicians are thrilled by its real musical authority and versatility.

It may seem almost magic to you . . . when you first try The Lowrey. Even picking out a tune with one finger is an exciting musical experience. After a few weeks of enjoying yourself on this remarkable instrument, you will be playing a regular "repertoire" of pleasurable pieces. Thousands of men and women with little or no musical experience have found this to be true.

Hard to believe? We can understand that. Perhaps a few facts about The Lowrey will help you understand why it is so unusual. First of all The Lowrey is simplified. You can play the most complicated music on it, but the *way* The Lowrey makes the music is greatly simplified through discoveries in the new science of electronics.

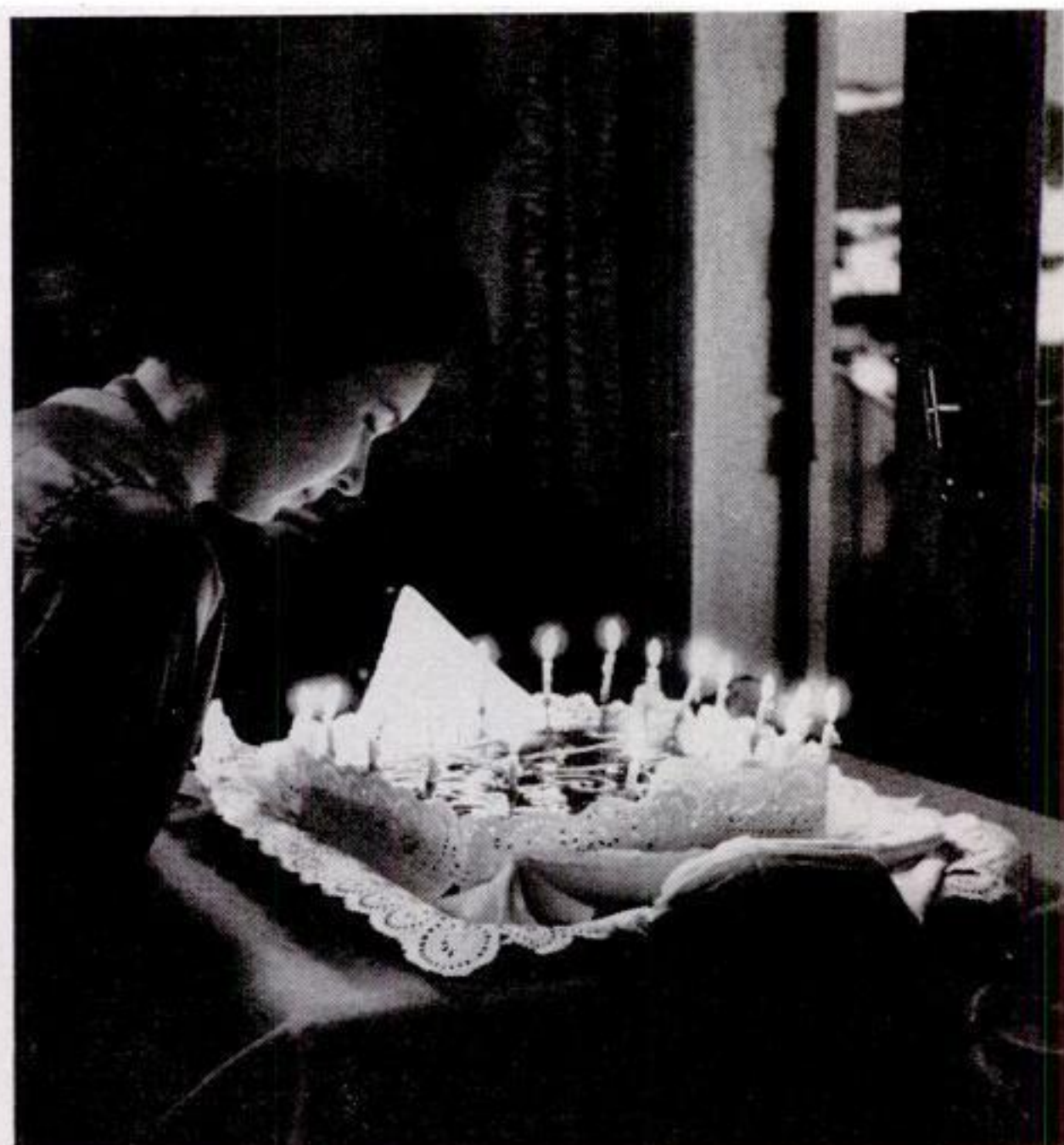
For example, a pipe organ to equal The Lowrey would require enough pipes to completely fill an average-size house. Some of them 16 feet tall. Yet, The Lowrey is smaller than a spinet piano.

Then, too, The Lowrey has many new features that make it even more fun to play. For example, Lowrey's unique percussion gives instrumental effects that are truly unbelievable in their realism.

Why don't you prove to yourself that you can play and enjoy this superb musical instrument. Go to your nearby Lowrey Organ Studio (It's listed in the Yellow Pages). Examine the interesting instruction book we give to beginners—and, if you wish, play The Lowrey then and there all by yourself in a private room. You'll enjoy it!

Or, if you prefer, simply phone your Lowrey dealer. He will be happy to tell you all about it and arrange for a Lowrey to be sent to your home for a free trial. No obligation, of course.

If, as so many others have been, you are intrigued by this remarkable home organ, you will be pleasantly surprised to find that The Lowrey is as easy to own as it is easy to play. Prices start at \$995 and convenient time payments can be easily arranged. The Lowrey Organ Company, 7373 N. Cicero Ave., Lincolnwood, Chicago 46, Ill.



### A PRINCESS NOT ABOUT TO WED

At a party in the French ski resort of Mégève, Italian Princess Maria Gabriella blew out the candles of a 19th birthday cake. Last week the lovely daughter of King Umberto II also learned officially that the Vatican strongly disapproved of a rumored betrothal with the 39-year-old Shah of Iran. The shah divorced ex-Queen Soraya last year because she had failed to bear him a male heir.

CONTINUED

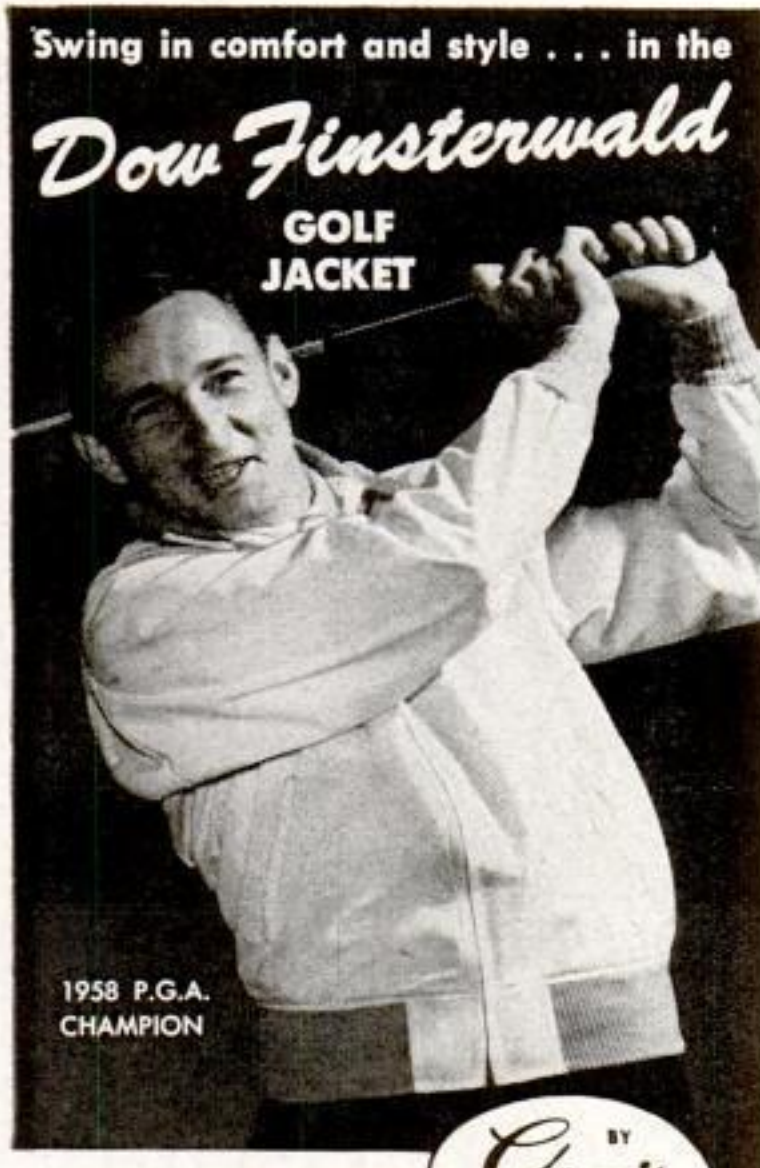


## THE LOWREY ORGAN

**EASIEST TO PLAY OF ALL MUSICAL INSTRUMENTS!**

*Its patented and exclusive features make the difference*



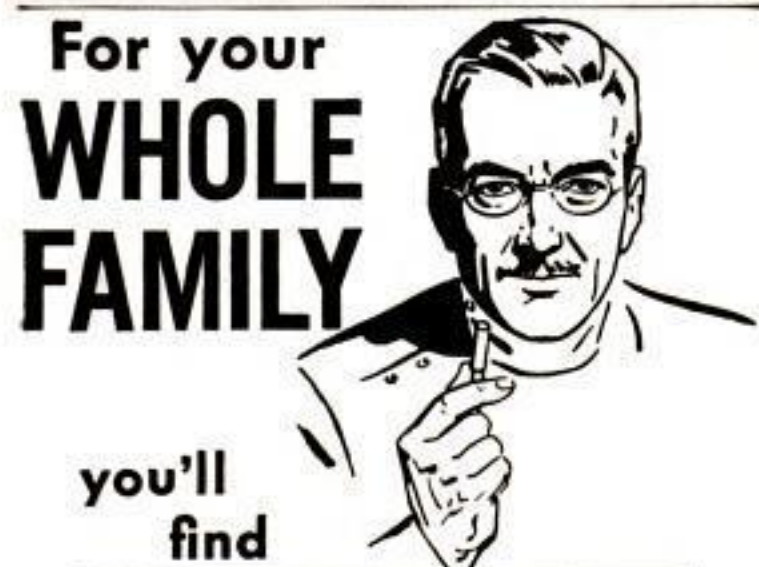


"Action Design" by Grais permits the fullest swing without the jacket hiking up! Greenwood's lightweight fabric of 65% Dacron, 35% cotton... Zelan-treated... completely washable. Smart knit trim. Ideal for all sports. In Oyster and Navy. Retails about \$11.95

MICKEY WRIGHT Golf Jackets for women... smartly tailored by Grais... retails about \$12.95

Also makers of Dow Finsterwald and Mickey Wright GOLDEN TROPHY Golf Jackets distributed by KOUNTRY CLUB SPORTSWEAR.

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**RUBIN GRAIS & SONS**  
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**STANBACK**  
MORE EFFECTIVE

Because STANBACK is a combination of pain relieving analgesics plus an ingredient which speeds up the analgesic action, it's only natural that STANBACK will relieve pain faster than any single ingredient. All ingredients in STANBACK are U. S. P. standard, the same as prescribed by your physician.

**Fast Relief of PAIN**



due to  
HEADACHE  
NEURALGIA  
NEURITIS



## LAST PORTRAIT OF AN UNDERWORLD KING

Abner Zwillman stood recently in his vending machine office in Hillside, N.J. looking every inch the patriotic, prosperous businessman for LIFE Photographer Alfred Eisenstaedt. This was his last portrait. Last week "Longie" Zwillman, ex-bootleg king whom

the FBI called "leader of the New Jersey underworld," hanged himself in his 20-room mansion in West Orange, N.J. Zwillman, 54, had been depressed by federal investigations into the vending machine industry and possibly his waning influence in the rackets.



## PROTEST OVER A PRINCIPAL'S PADDLING

In a judge's chambers in Memphis, Tenn., LaDraun Gardner (center), backed by Mrs. George Scott (to left), angrily faced John Barnes, principal of Bartlett High School (second from right). Gardner and his schoolmates came with two parents who wanted the principal arrested for giving the boys disciplinary

paddlings. Superintendent George Barnes (far right) supported his brother John. So did Judge Willard Dixon (lower left), who refused to issue a warrant. When a parent complained that Barnes had moved furniture to get swinging room, Judge Dixon said, "If he wants a running start, maybe he needs it."





When the Fastest Gun in the West shoots it out...don't run for cover—  
**New SIMONIZ FLOOR WAX is CHILDPROOF!**

It's Childproof—any way you look at it! Water fights? There won't be a mark to show for 'em. Spills just don't spot this glossy shine—'cause it's the shine with vinyl in it!

Roughhousing and rampaging? This is the shine they can't unshine. And, with all their scuffing and scuffling, dirt doesn't grind in.

It's a bright shine. A tough shine. An easy to wipe up shine. And so easy to apply. New Simoniz® Floor Wax polishes itself—no rubbing!



**CHILDPROOF** because there's **VINYL** in it!

**SIMONIZ MAKES IT**



# *It's absolutely fabulouscious!*

PALE COLORS...SHOCK COLORS...OFF-BEAT COLORS...

## *'COLORS UNLIMITED'* FIRST EDITION

BY *Revlon*

Revlon shatters convention with twelve (12!) unheard-of colors that dare you to be different. Snow-kissed pastels...cream-filled pinks...shocking violets. Colors that create an exciting new dimension in lipstick—the look that will change the face of fashion. And who but the house of cosmetic fashion could bring you these...Colors Unlimited!



### Extra Added Attraction! 'WHITE À LA CARTE'

to create your own custom color tones

Just add 'White À La Carte' to any lipstick color in the world and *you* can custom-tone a thousand-and-one new ways for your lips to look! Wear it *under* a color for a lighter, more luscious effect. Wear it *over* a color for frosty highlights and a mysteriously luminous look. The shade variations are unlimited...and so is the flattery!



STRAWBERRY VANILLA

NOUGAT

ORANGE FLOAT

FROSTED PINK



*It's your new look in lipstick!*



TOFFEE SHERBET

MANGO SHERBET

VIOLET ICING

CORAL VANILLA

RASPBERRY ICING

TANGERINE SHERBET

GRAPE ICING

HONEY VANILLA

*Colors shown are reproduced as faithfully as modern printing methods permit.*





## Best buy in the market . . .

We'll bet you a gross of trading stamps you can't beat this 59 Ford Custom 300 when it comes to value. Styling? Fords are beautifully proportioned for *people* . . . doors are easier to get in and out of. Inside, there's more space for legs, hips, heads—and hats. Performance? Six or Thunderbird V-8 engines give you peak response at *normal* driving speeds . . . where you can use it! Economy? Fords use *regular* gas, so you save up to a dollar every tankful. *Savings*, after all, are a Ford specialty. Shop the market . . . you'll see.

ROOMY 59 FORD RANCH WAGON—LOWEST PRICED WAGON OF THE "MOST POPULAR THREE"



Beautiful new award-winning proportions • Exclusive luxury lounge interiors • New Diamond Lustre finish never needs waxing • Safety Glass all around • Standard aluminized mufflers for twice the life • 4000 miles between oil changes • The most models in the industry • Elegant Thunderbird styling

59  
**FORDS**  
 U.S. CHOICE

WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS





IN PRACTICE ATTACK BELGIAN SHEPHERD LUNGES FORWARD AT COMMAND OF TROOPER JOSEPH ROWAN

## FOUR-FOOTED RIOT SQUAD

Police dogs help put down race violence in Delaware

On a normally quiet street in Collins Park, Del. one night last week, a crowd of 300 whites armed with stones and firecrackers, massed in front of the house of Negro George Rayfield. Rayfield had just bought the house in a white neighborhood and they were trying to run him out. Suddenly the mob was faced with a fearsome sight like that above—tough, well-trained dogs brought in by state troopers to help break up the riot. In the scuffle that followed, two members of the crowd who tried to interfere with the police were bitten. The frightened mob drew back.

This use of dogs drew angry protests. But

the troopers stood by their action. The dogs had been leashed at all times and their presence as a deterrent had undoubtedly avoided more serious injuries.

Delaware troopers, who are the only state force in the country to use police dogs, have been trying out three—a Doberman pinscher, a Belgian shepherd and a German shepherd—since last summer. So far the dogs have been obedient and gentle (*next page*) except when ordered to attack. Since the riot the dogs have stood regular night watch in Collins Park with their masters. Their presence has helped keep the streets around the Rayfield house quiet.



IN ACTION during riot, plunging, barking dog on leash discourages crowd from approaching trooper.



OBJECT OF ATTACK, Rayfield drives car which rioters stoned. He works for the Du Pont Company.



NIGHT WATCH on Rayfield home is kept by police after riot. Except when needed dogs wait in cars.



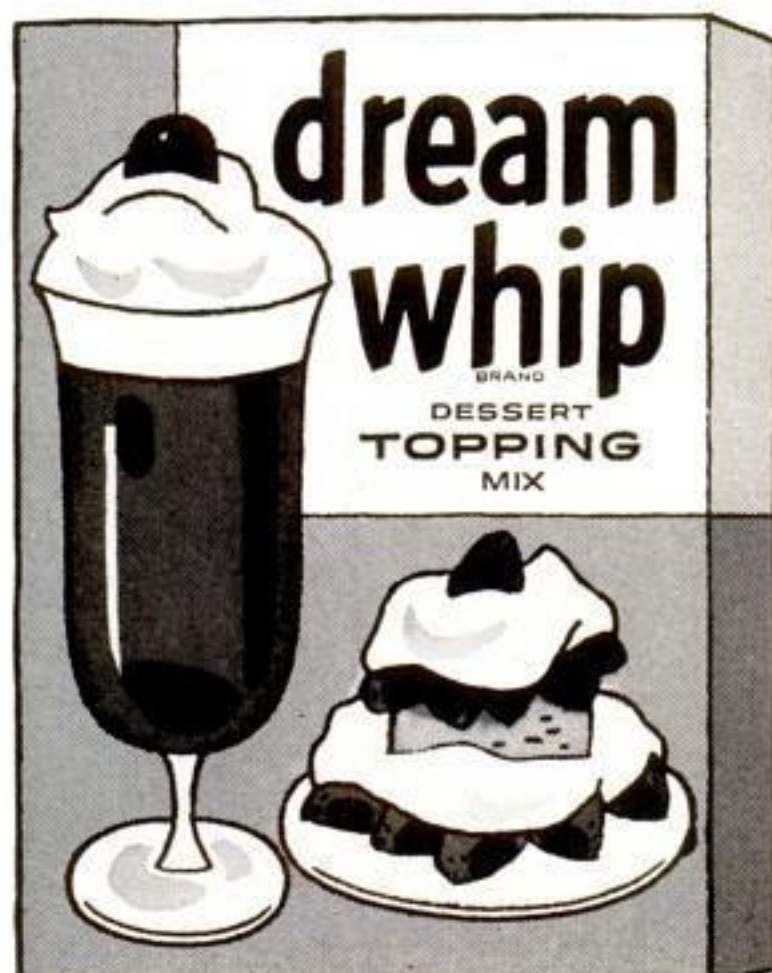
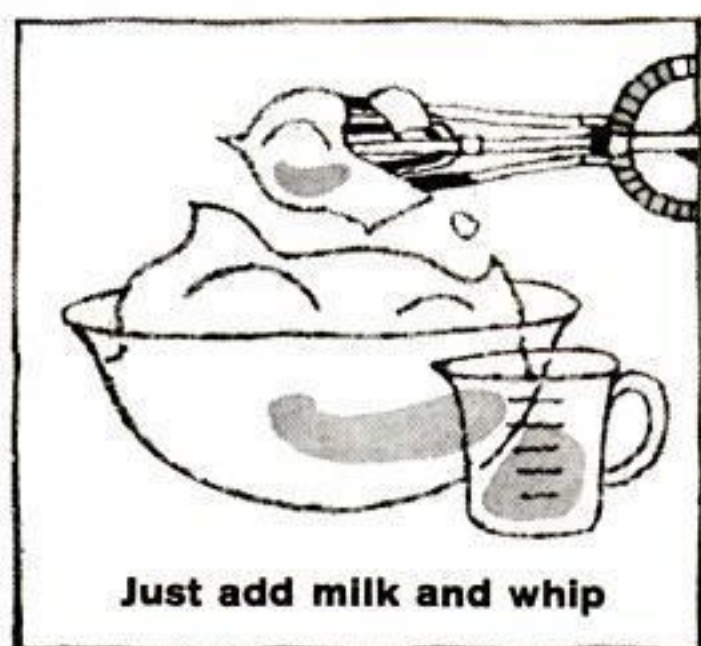
# This is NEW



Tune in *Arthur Godfrey Time* on CBS-TV.

# This is DREAM WHIP

"Those General Foods Kitchens people have come up with a dandy—a *whipped topping from a mix*. Dream Whip comes in a box, stays fresh on your shelf, needs no refrigeration. Enjoy it on puddings, pies, shortcakes—all your favorite desserts. It's low in cost, low in calories, too—just 17 a serving. And this Dream Whip never fails. You can even fix it up ahead of time—won't wilt, won't separate. Get yourself a couple of boxes and see. You'll like it."



FOUR-FOOTED RIOT SQUAD CONTINUED



**PATIENT PET**, King, a Belgian shepherd who bit two people during the riot, lets Mary Lynn Everett, 5, snuggle up to him in the Everett front yard.

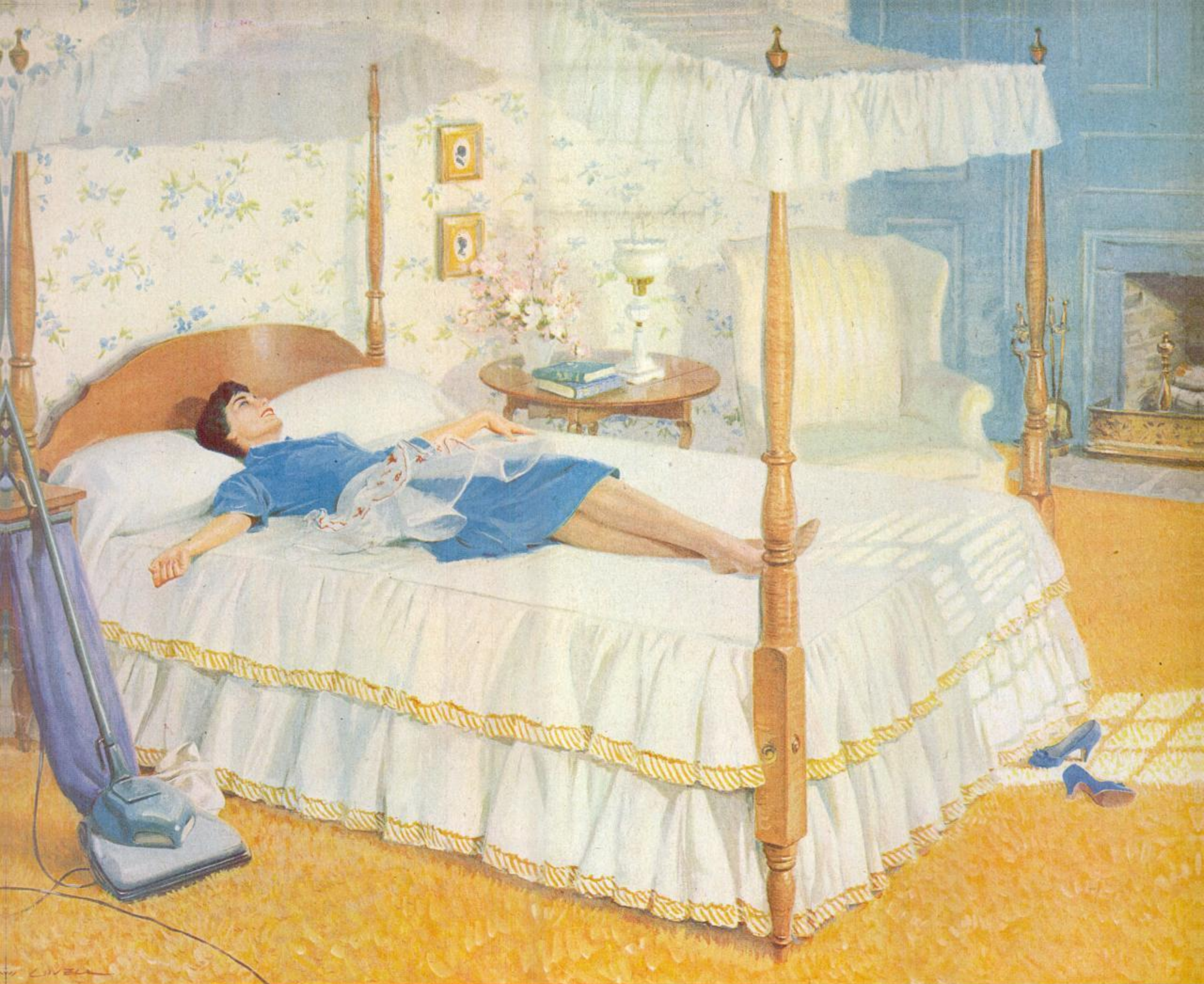


**OFF DUTY**, Captain, 2-year-old Doberman, sprawls on floor at home with children of Trooper Thomas Everett. Dogs live with men who handle them.



**GERMAN SHEPHERD**, Chinook, handled by Trooper James Ford, is hugged by 2-year-old Sherry Lee Everett. Dogs are friendly with family's visitors.





## The Temptation of Beautyrest... where comfort begins and backache ends!

It's been a long, hard day—and now at last her house is pin-neat. Soon the children will be home from school. There'll be muddy footprints to erase and a roast to put in the oven. But right now . . . peace, quiet and this island of soothing comfort. This Beautyrest®.

So wonderful to have Beautyrest now . . . and every night of your life. It's where comfort begins and backache ends. No wonder more people sleep on Beautyrest than on any other mattress in the whole world.

It's the only mattress with separate "Back-Supporter" springs that

push up-up-up in the small of your back. In other mattresses, the curve of your back gets *no* support. That's not all. Beautyrest gives—

Single-bed comfort in a double bed! Because each spring is separate, not joined together, the heaviest husband cannot disturb his wife's rest when he turns in his sleep. Beautyrest will never, never sag.

All this—and the best costs the least! Every endurance test has proven Beautyrest lasts 3 times as long as the next best mattress. So it costs far less to own. Don't bargain with your rest. Insist on Beautyrest!

ORDINARY MATTRESS—  
SPRINGS ARE JOINED TOGETHER, SAG TOGETHER



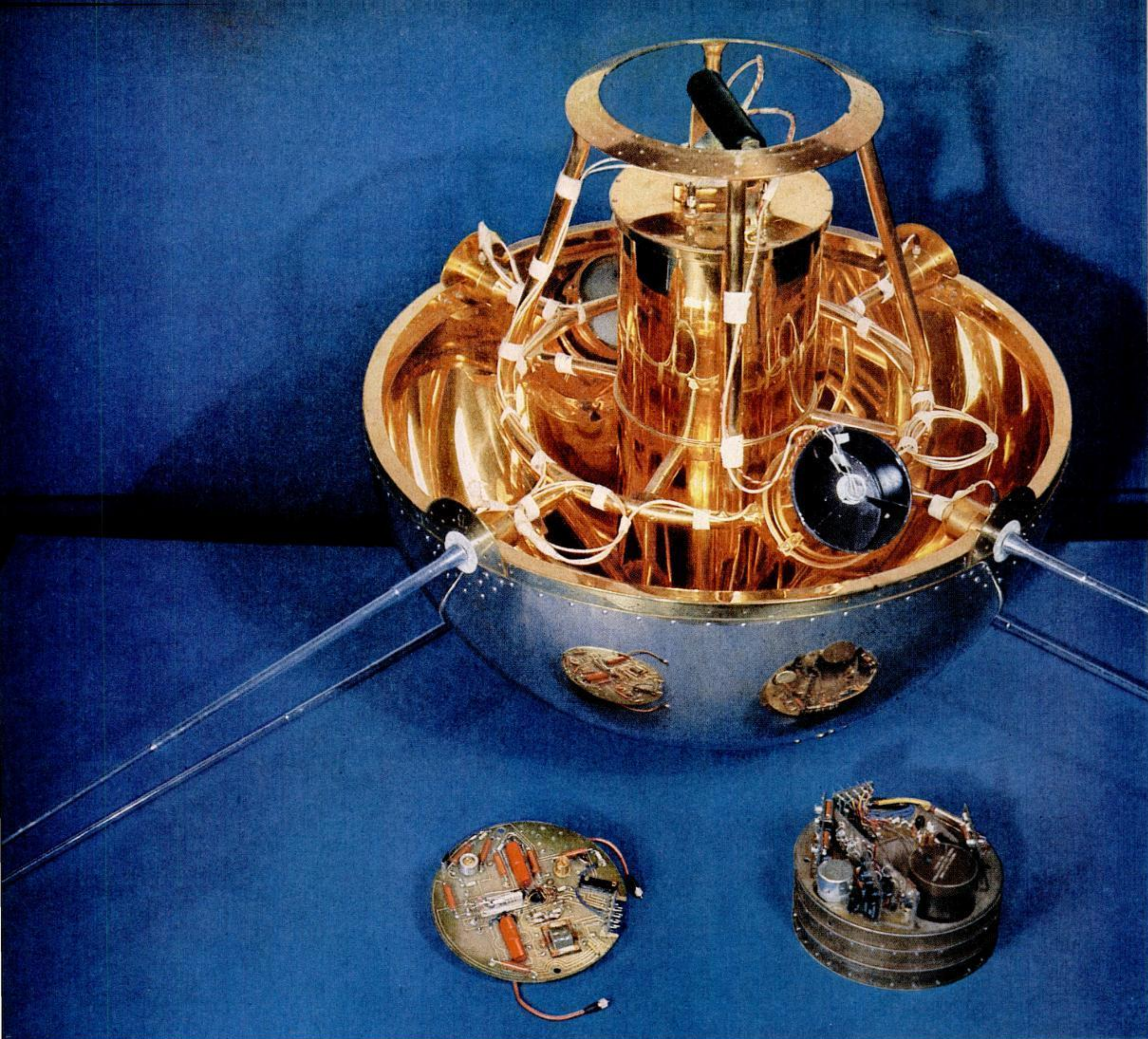
NEW BEAUTYREST—  
SEPARATE SPRINGS PUSH UP, CAN'T SAG



BEAUTYREST  
by SIMMONS







SHINY SKIN OF VANGUARD SATELLITE REFLECTS TWO ELEMENTS OF INSTRUMENT PACKAGE REMOVED TO SHOW DETAIL. DRAWING BELOW DESCRIBES ITS PARTS

# WEATHER SPY'S GOLDEN INNARDS

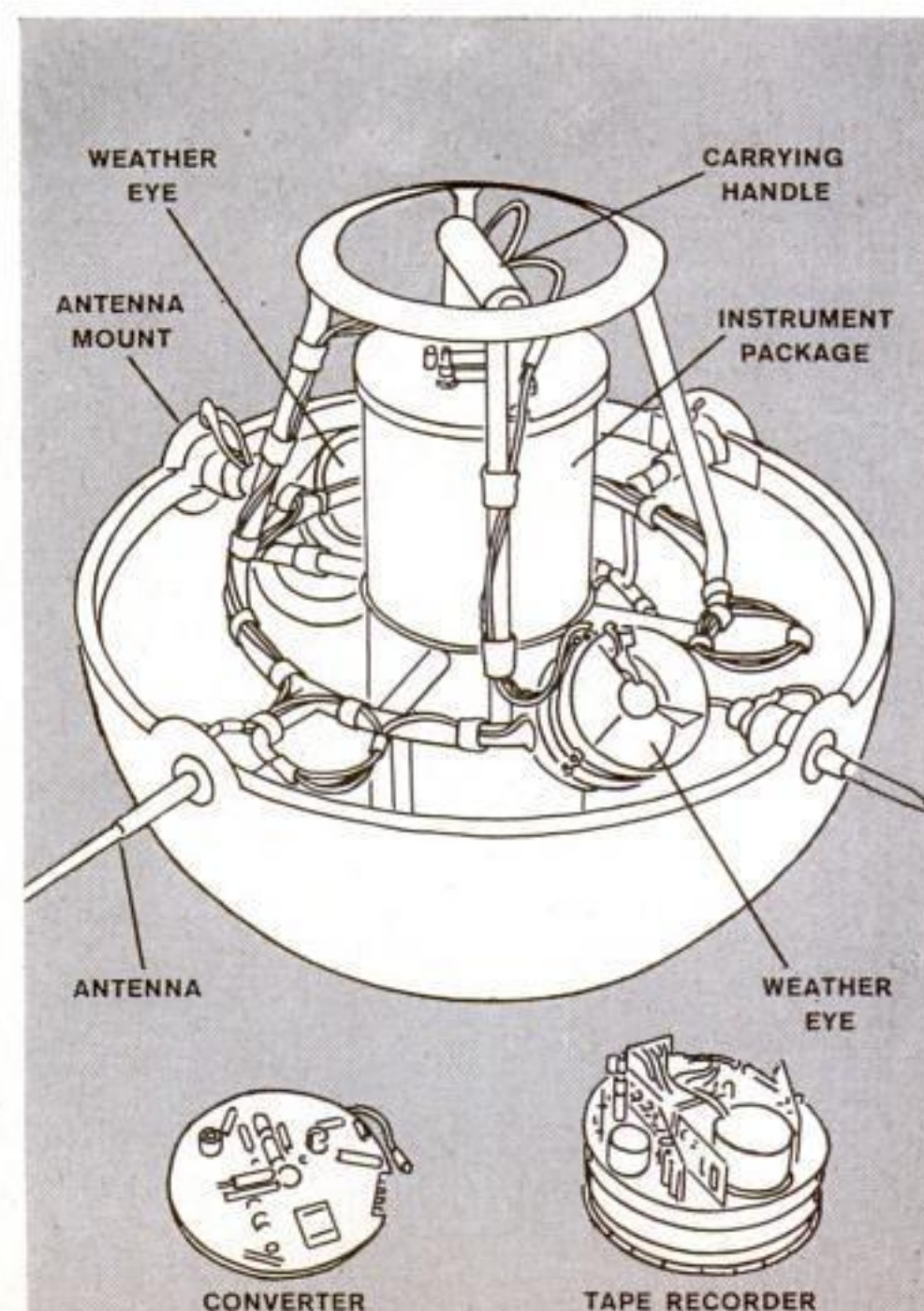
Before the U.S. satellite Vanguard II was launched last month, the 21-inch-in-diameter sphere was photographed with half of its skin removed to show off its colorful insides. They are plated with pure 24-carat gold.

Gold was used because its low transmittance of heat helps keep the ball at an even temperature as it plunges through space. The two ounces used cost only \$70, far less than the electronic equipment that crams the sphere. This includes two photoelectric cells which act as weather eyes and pick up reflections of the earth, sea and clouds as the satellite passes over them. Clouds reflect the brightest image,

and Vanguard's record of these formations is radioed back to earth. This data will help scientists develop a quick, sure method of predicting storms and changes in weather.

The system used is relatively simple (see drawing at right). The images picked up in space by the weather eyes are translated into electrical signals by a converter and sent to a tiny tape recorder. During flight both parts are enclosed in the satellite's instrument package. When the taped record of weather formations is radioed to the ground, it is translated back into a visual image of whatever clouds and gathering storms the satellite has seen.

CONTINUED





*Quality at your feet...*



## New Buster Brown Shoes for Easter ...what a thrill! Remember?

Imagine! The shoes you were so proud of when *you* were little are the same shoes that thrill youngsters most today.

The styles have changed . . . but not Buster Brown's 6-Point Fitting Plan that allows for perfect fit *only*. Buster Brown Shoes are priced according to size, from 5.99 to 7.99. Higher Denver West. Buster Brown Division, Brown Shoe Company, St. Louis.

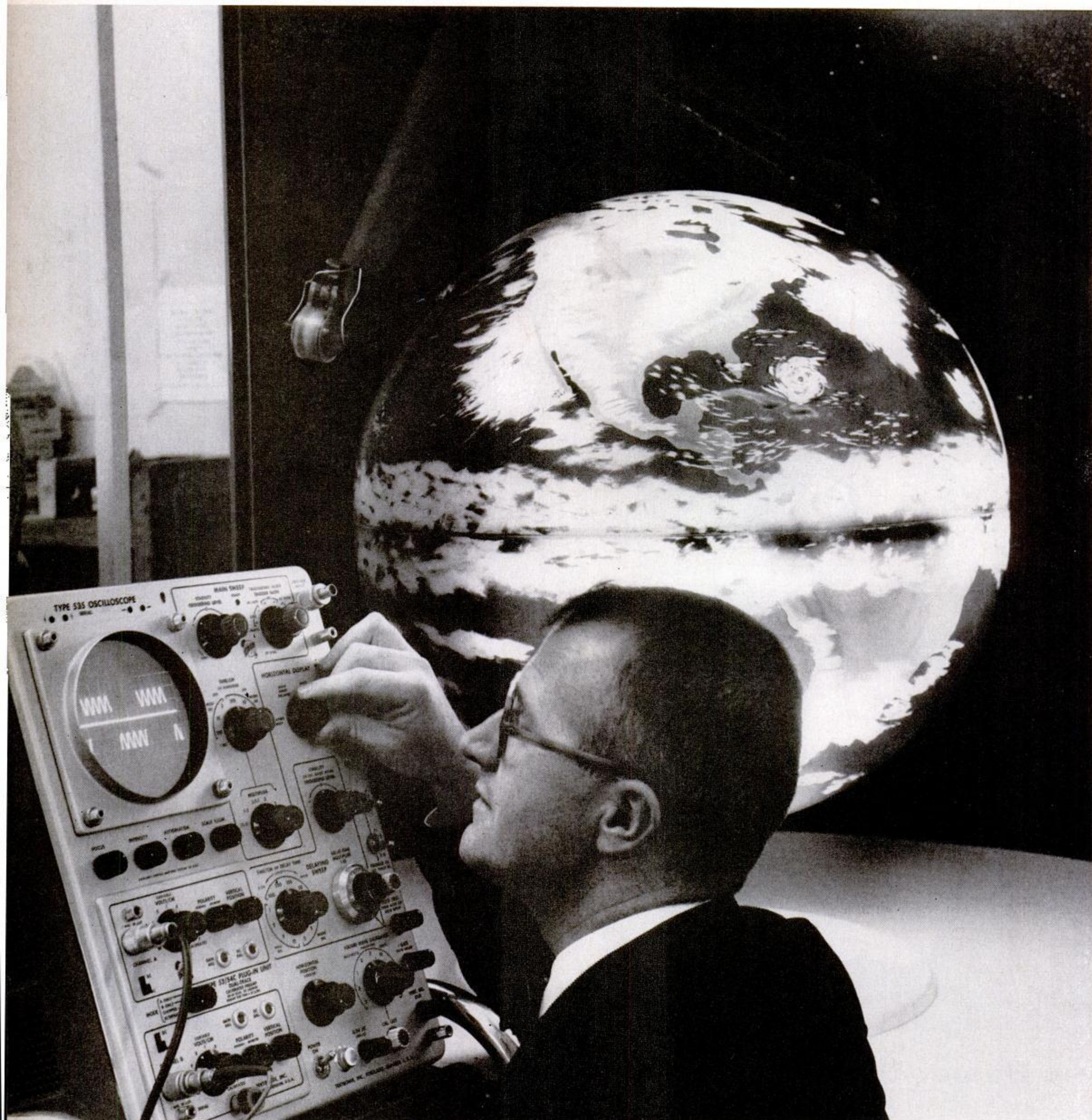


# BUSTER BROWN®

MORE BOYS AND GIRLS WEAR BUSTER BROWN SHOES THAN ANY OTHER BRAND







AS MODEL SATELLITE ORBITS OVER GLOBE WITH SIMULATED CLOUD COVER, ARMY SCIENTIST WILLIAM STROUD TESTS THE SIGNAL THE SATELLITE MIGHT SEND

## A PRACTICE FLIGHT WITH TINY MODELS

The weather-eye satellite had been ready to go for nearly a year. But when the Vanguard program ran into trouble—six out of seven launchings ended in failure—the satellite was put on the shelf until NASA took over from the U.S. Navy and straightened out the Vanguard's bugs. The satellite itself was developed by the U.S. Army's Signal Research and Development Laboratory at Fort Monmouth, N.J.

Long before the satellite was completed, Army technicians built a tiny model of it. They marked up the plastic surface of a translucent globe to

simulate cloud formations (*above*), then mounted the satellite model on a moving arm and put it into orbit around the globe. The model sent back electronic signals to describe the cloud formations it saw. From this experiment the scientists learned how to read similar signals which would come back from the real satellite. The first real signals came back as crude arrangements of tiny dots representing only a narrow band of the earth's surface. But later satellites would be sent up with improved equipment to provide a fuller picture of earth and clouds from hundreds of miles up.





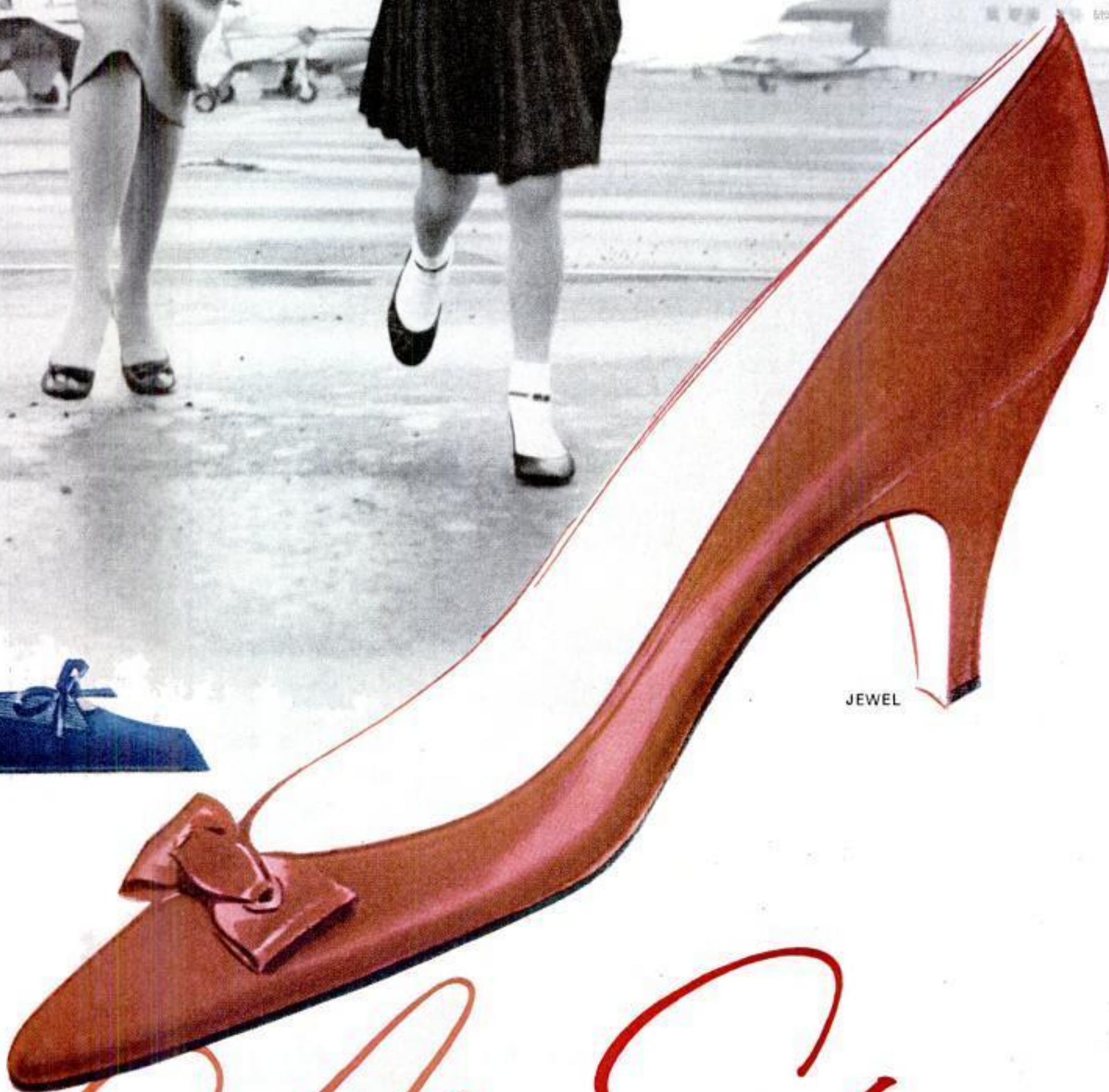
*Quality at your feet*

The mood is  
**AMERICANA**  
light, flexible shoes for  
the woman on the go

They're travelers like  
you are. They're stay-at-  
homes, too. Americana  
by Air Step. Smart . . .  
yet easy-going, with  
never-you-mind freedom  
that says: *If activity is  
your kind of living,  
Air Step is your  
kind of shoe.*



TULANE



JEWEL

Shoes illustrated 13.95.  
Other styles 8.95 to 14.95.  
Denver West One Dollar Higher.

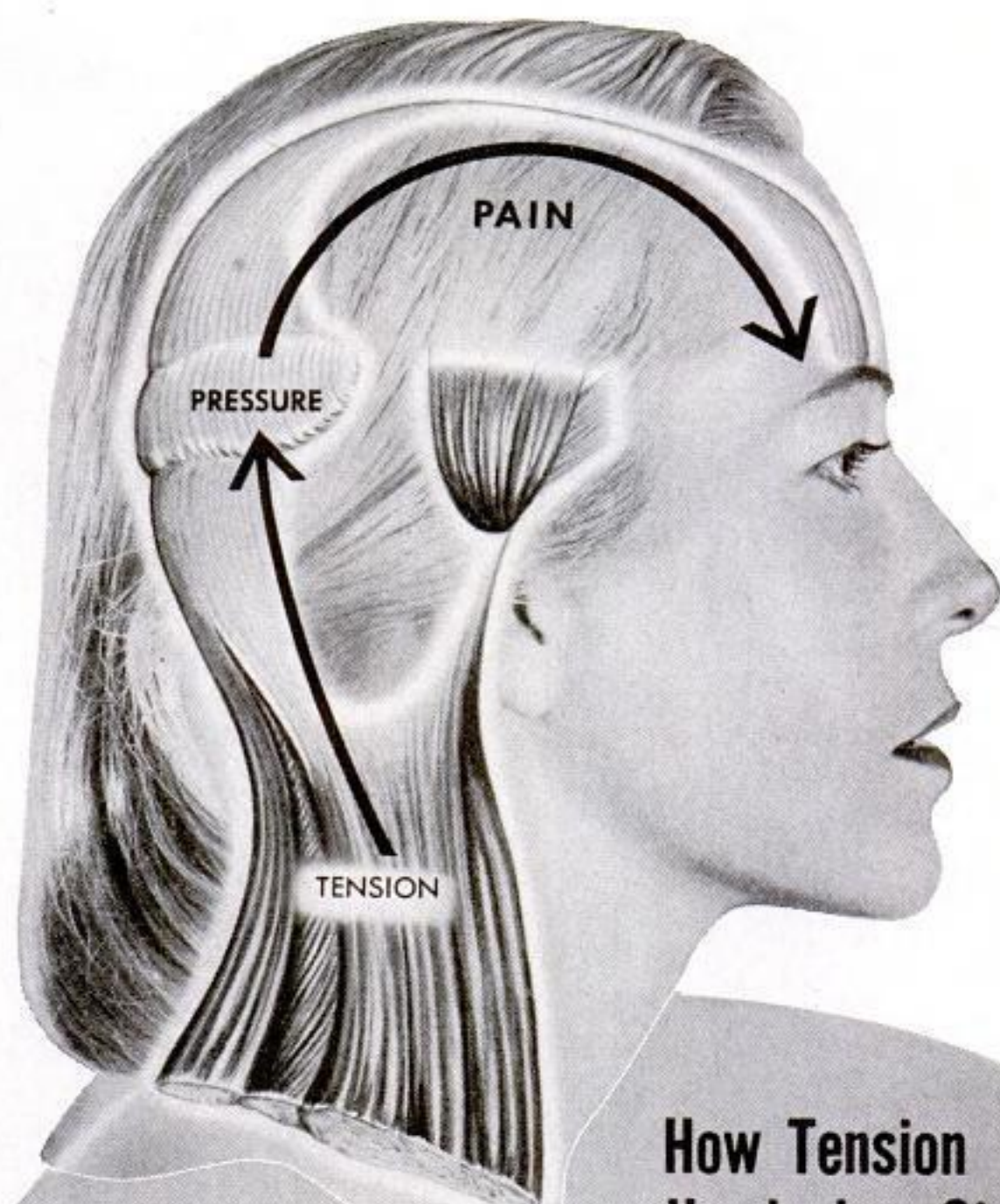
*Air Step*®

Air Step Division, Brown Shoe Company, St. Louis. Also manufactured in Canada by Scott Shoe Company, Ltd., Galt, Ontario.



# How you can break up the VICIOUS CYCLE of NERVOUS TENSION HEADACHES

Better than aspirin even with buffering added



## How Tension Headaches Start

90% of all headaches are caused by tension that comes from a source you'd never suspect — the muscles of back of neck and scalp. This tension causes pressure on nerves and tiny blood vessels and results in pain. In turn, the pain builds up more tension, more pressure and makes your headache worse. That's why you should try the special medication in Anacin (not found in aspirin or even in aspirin with buffering) to give fast and more complete pain relief and break up the vicious tension headache cycle.

## ANACIN® • Relaxes Tension • Releases Pressure • Relieves Pain Fast

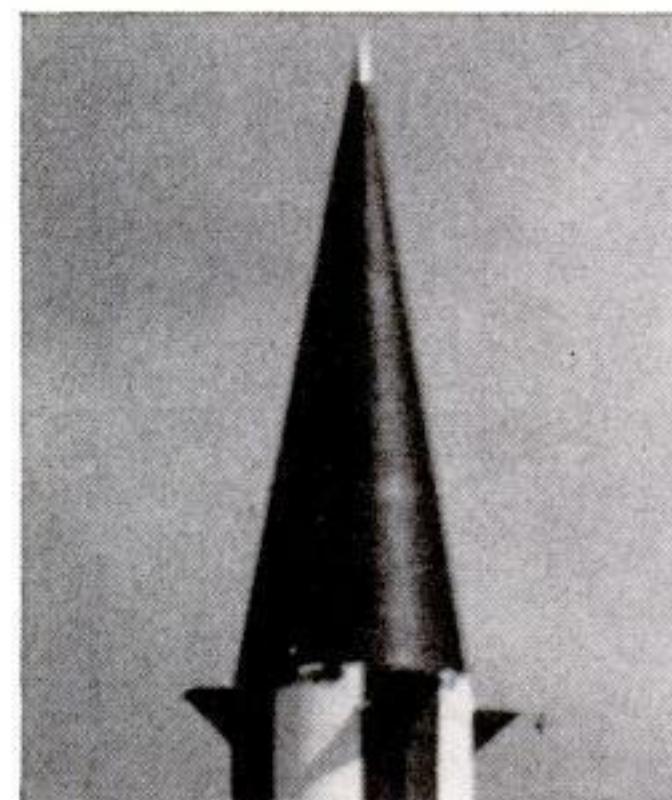
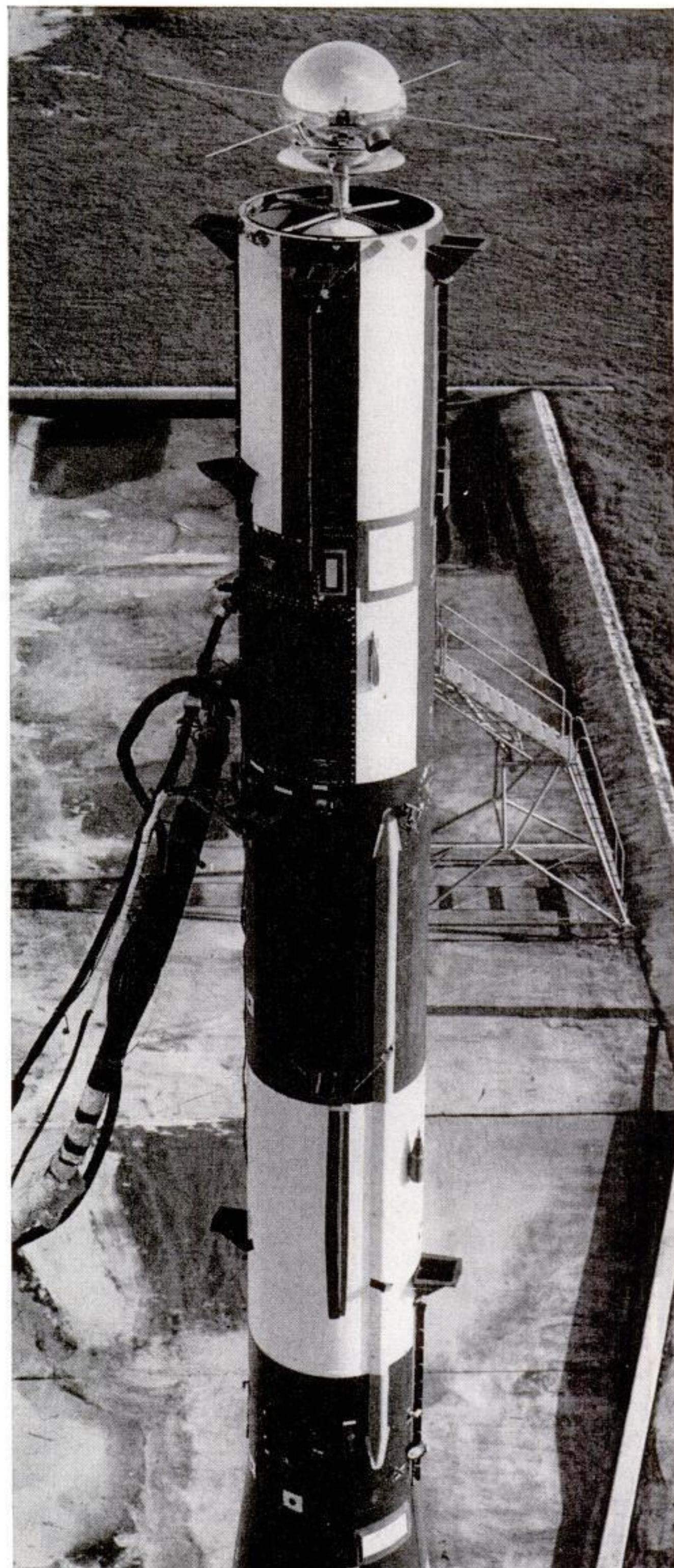
Tension headaches need the special medication in Anacin for more complete pain-relief. So why limit yourself to aspirin or buffered aspirin which contain *only one* pain reliever when you can benefit by the *extra* medication in Anacin? Anacin contains *not* just one but a *combination* of medically proven ingredients which 3 out of 4 doctors recommend for headache pain. And here's why Anacin gives a 'better total effect' in relieving pain of tension headache, neuritis and neuralgia...

The special medication in Anacin — which you *do not get* in aspirin or buffered aspirin — relaxes the tension, releases the pressure and promptly relieves your headache. Anacin stops the vicious pain cycle fast. Anacin Tablets are safer, too. They do not upset your stomach. Buy Anacin today.

3 out of 4 doctors  
recommend  
the ingredients in



## WEATHER SPY CONTINUED



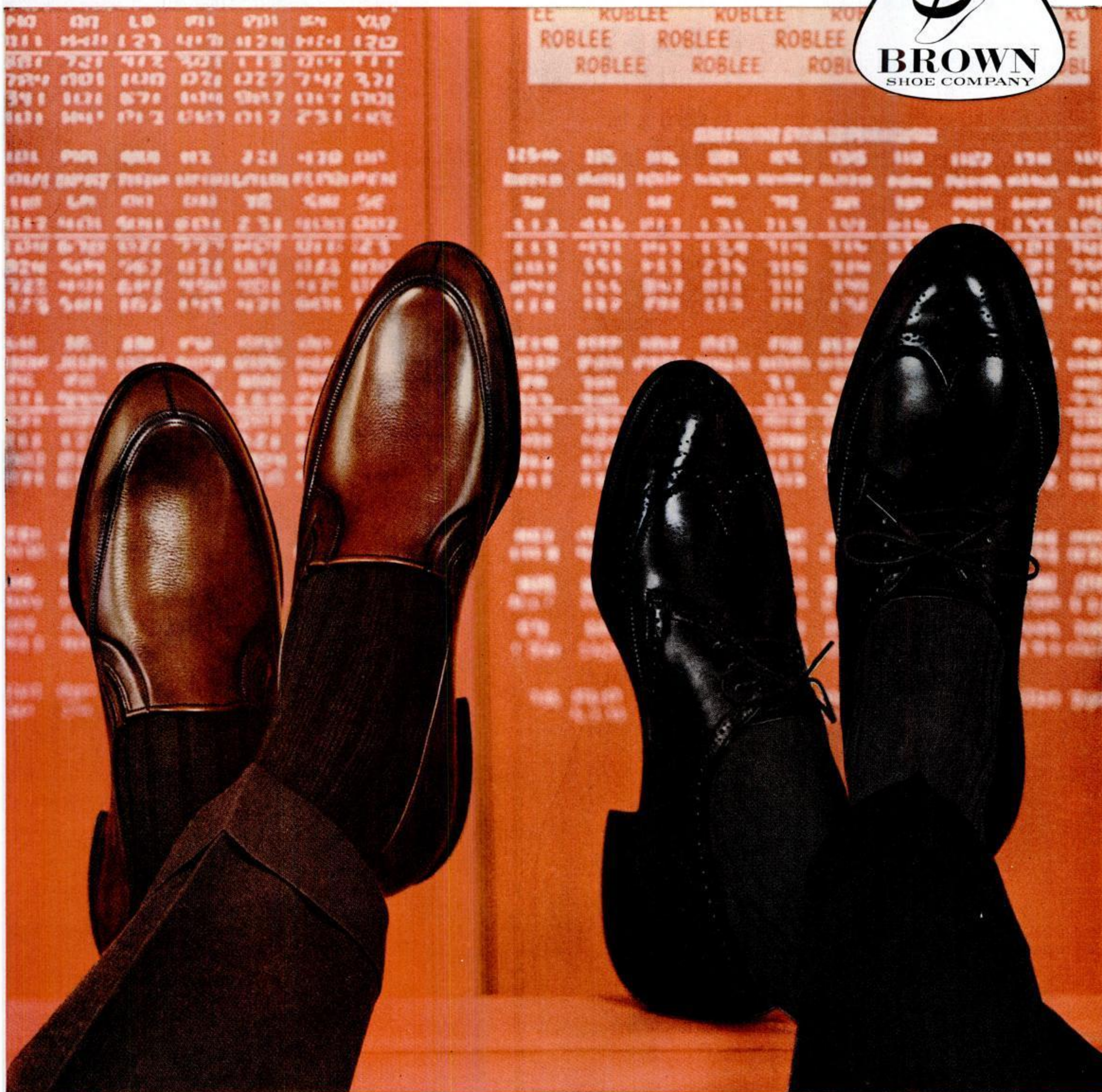
**WITHOUT NOSE CONE**, weather satellite sits atop its Vanguard missile at Cape Canaveral. The four antennas fold back to fit inside the cone, then spring out into place when the cone drops off in space.

**READY TO GO**, a nose cone has been fitted over satellite just before launching. The three-stage missile performed perfectly and got up to a top speed of 18,000 mph before it tossed the satellite out into orbit.

CONTINUED



Quality at your feet...



## EXECUTONES

*...who needs a title with shoes like these*

You're a V.P. (very proud) guy... in either of these high-grade investments that pay dividends in good-looking, good-feeling feet. Fine leather, finely detailed. Executive-styled for the man at the top... or headed there. Roblee Division, Brown Shoe Company, St. Louis.

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THE SHOE WITH THE OPEN-COLLAR FEELING



For men  
(but not only!)

THIS SWISS CHEESE  
WITH FRESH-CUT  
TASTE



Cheese as good as Kraft's nut-sweet Swiss delights ladies, too—in strips for chef's salad, and lacy pale gold slices to serve with cold meat. And, of course, smart girls always get Kraft's man-pleasing Swiss for quick, hearty snacks with beverages.

Join your men in good eating from the special keep-fresh packages of Kraft Natural Swiss Cheese.

NATURALLY FROM **KRAFT**  
*the finest of Natural Cheeses*

## WEATHER SPY CONTINUED



**TAPE RECORDING** of signals actually sent back from the weather satellite is placed in playback machine by Army Scientist Rudolf Stampfl. Machine transmits recorded data to computers which convert it into visual electronic pulses.



**MOVIE CAMERA** is set up to photograph electronic pulses like one which appears on cathode ray tube behind scientist at right. Photographic record of continuous series of pulses gives scientists picture of what satellite has seen.



**ARMY TEAM** which worked on project at Fort Monmouth looks over another weather satellite which is all ready to go. From left they are Dr. Hans Ziegler, signal lab commandant Colonel Harold Brown, John Licht, Dr. Harold Zahl.





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FOR NEAREST DEALER WRITE NATURALIZER DIVISION, BROWN SHOE COMPANY, ST. LOUIS.  
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"SO I'M MADAME BUTTERFLY," SAYS MRS. JACOBY (GERTRUDE BERG), WEARING A KIMONO PRESENTED TO HER BY HER JAPANESE HOST (CEDRIC HARDWICKE)

## Gertrude Berg Conquers Japan

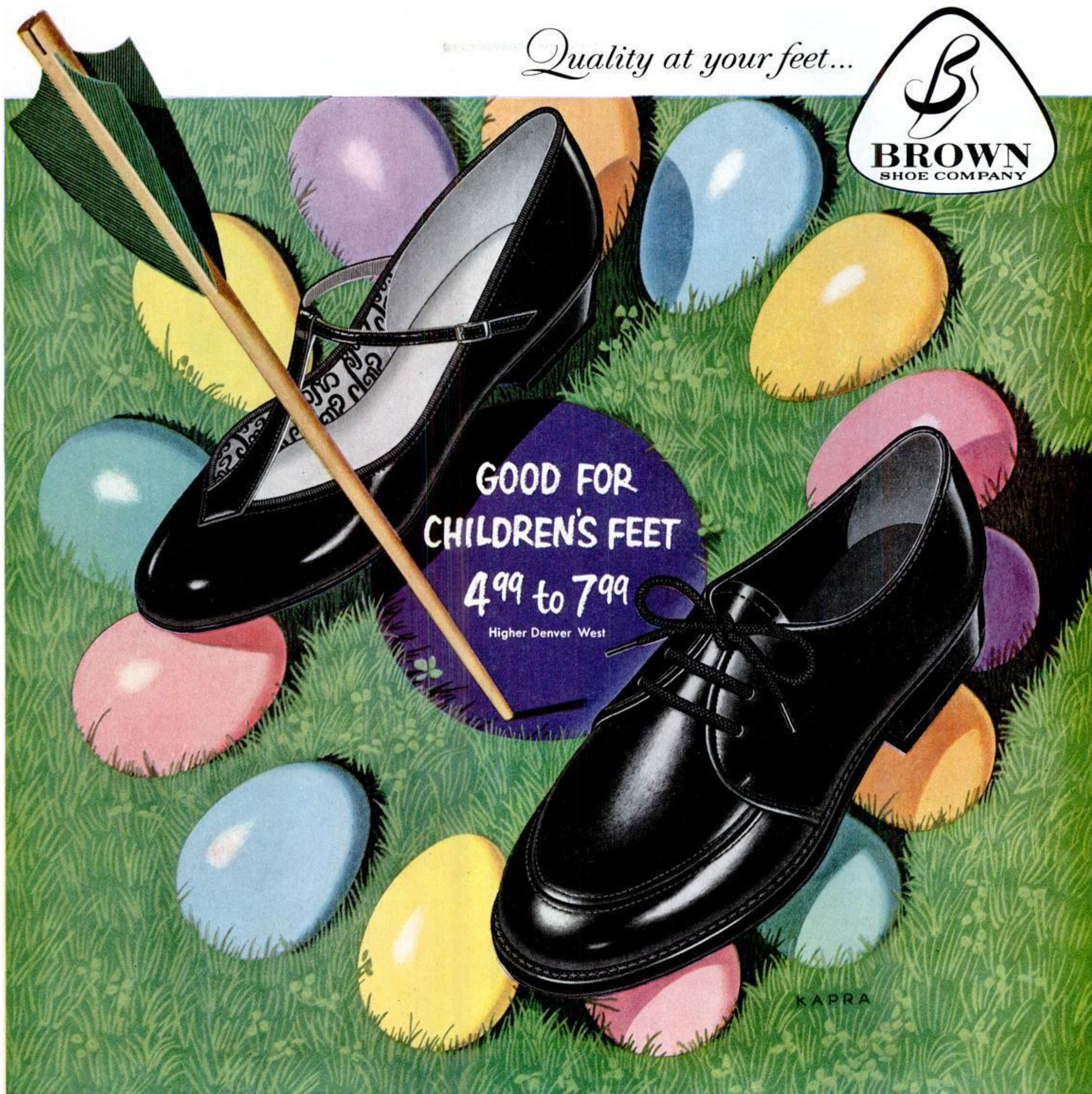
During the course of *A Majority of One*, the players eat such Japanese tidbits as ginkgo nuts and such Jewish delicacies as chopped chicken liver. There are other mixed ingredients in the play. The heroine is Gertrude Berg, the Molly Goldberg of radio and TV; the hero is Sir Cedric Hardwicke, the dignified English star. But everything goes well together in Leonard Spigelgass' engaging comedy about a Jewish widow from Brooklyn who trots off to Tokyo and does more for international relations than her smart son-in-law who works for the U.S. state department.

On stage Mrs. Berg is magnificent. She looks at the world with a comically doleful eye, and chants her bits of wisdom in a high, flat voice. She copes valiantly with such Japanese customs as taking off her shoes before entering a room, sipping hot sake, and squatting precariously on piles of pillows. She even wins the heart of a highborn Japanese industrialist who like herself has lost a son in the war. Though *A Majority of One* is a treatise on racial tolerance, it is so skillfully acted and directed by Dore Schary that the lecture is all wrapped up in laughter.

CONTINUED



Quality at your feet...



# Robin Hood

Robin Hood Division, Brown Shoe Company, St. Louis ®

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Your Age?

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Liquidproof Gloves  
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Tissue-thin

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59¢



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from the **PIONEER**  
Wardrobe of Gloves



prices slightly higher in Canada

The PIONEER RUBBER Company, Willard, Ohio, U.S.A.

## BERG CONQUERS JAPAN CONTINUED



**DIRECTOR DORE SCHARY**, having breakfast in New York apartment, works out gesture of Jewish blessing used by Gertrude Berg in play (below).

## MOVIE MAN ON BROADWAY

When he retired from Hollywood as M-G-M's studio head in 1956, Dore Schary came to New York with some trepidation to co-produce his own play, *Sunrise at Campobello*. "I had been away so many years," said Schary, who grew up in New York, "that I wasn't sure I could communicate." *Campobello* is still a huge success on Broadway. Having directed another hit, Schary is convinced he can communicate in the world of the theater and has moved permanently to New York. Now in the middle of writing another play, he provides a unique example of a big Hollywood man who pulled up stakes and began to toil fruitfully in other vineyards. But he still keeps his Hollywood touch (p. 54).



**GIVING THE BLESSING** in the play, Mrs. Jacoby, back home in Brooklyn, is the hostess at a Jewish Sabbath dinner to her faithful admirer from Japan.

CONTINUED





*Quality at your feet*

## Picture Pump

**The look:** Add this shining black patent to the bright colors of Easter fashion . . . and you'll have that Life Stride Look of perfection. (And you may even find that you're in the rotogravure!)

**The shoe:** Patent polished to great prettiness . . . made with designer's simplicity. Pleated bow treatment . . . a heel that *looks* skyscrapery, but isn't! . . . 10.95. Other styles 6.95 to 12.95. Higher Denver West.

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the young point of view in shoes

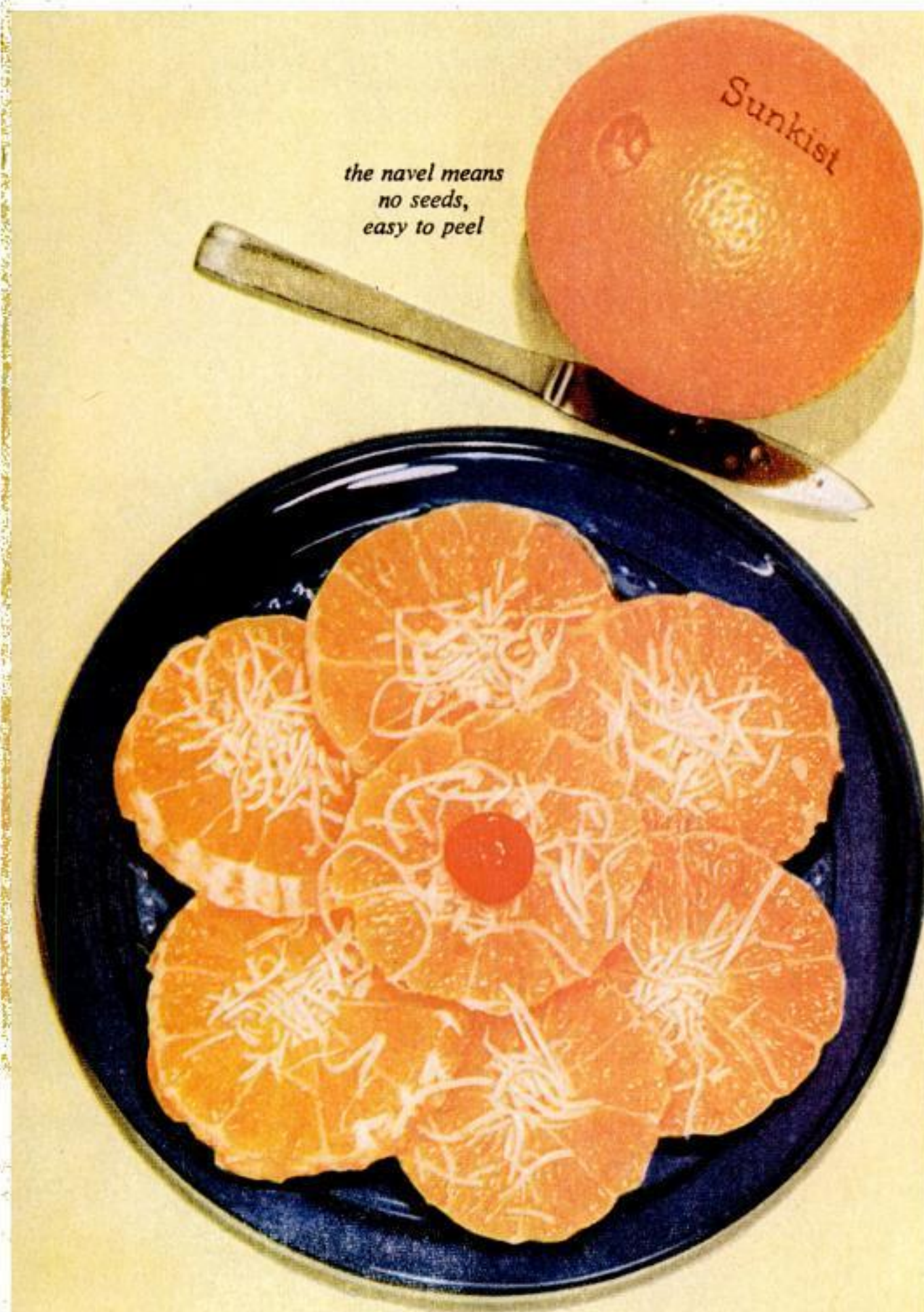


Costume by Tina Leser

LIFE STRIDE DIVISION, BROWN SHOE COMPANY, ST. LOUIS



The "meat" of a fresh orange  
is the main source of many of  
its health values. In fact...



the navel means  
no seeds,  
easy to peel

...fresh Sunkist Oranges give your family  
much more of the important bio-flavonoids  
and protopectins than frozen orange juice.\*

...and you get all of the vitamin C  
plus more than 50 other health factors.

Eat whole fresh oranges...drink whole fresh orange juice

**Sunkist**

The Sunkist trade-mark stamped on the fruit is your  
guarantee of the finest from California-Arizona.

\*True of all finely-strained processed juices.

## BERG CONQUERS JAPAN CONTINUED



CITY ROOM CYNIC in Dore Schary's movie *Lonelyhearts*, Editor William Shrike (Robert Ryan, right) taunts reporter (Montgomery Clift) over idealism.

## MOVIE STUDIOS REVISITED

Even as his invasion of Broadway was growing in scope busy Mr. Schary remained active in Hollywood. Since leaving MGM he has written and produced one movie, *Lonelyhearts*, shortly to be released by United Artists. *Lonelyhearts* is based on Nathanael West's cynical novel, *Miss Lonelyhearts*, which tells of a tough, abrasive newspaper editor who assigns a young, sensitive reporter to write the *Lonelyhearts* column. The boy is entrapped and corrupted by one of his women correspondents—just as the editor had predicted. But Schary likes to look on the bright side: as he tells West's story, no one murders the reporter, everyone forgives everyone else's sins and the editor reforms.



MASTER'S HAND appears in scene. Clift was uncertain pitching cards into hat and Schary's hand (at Clift's right) does job. Just the hands were filmed.



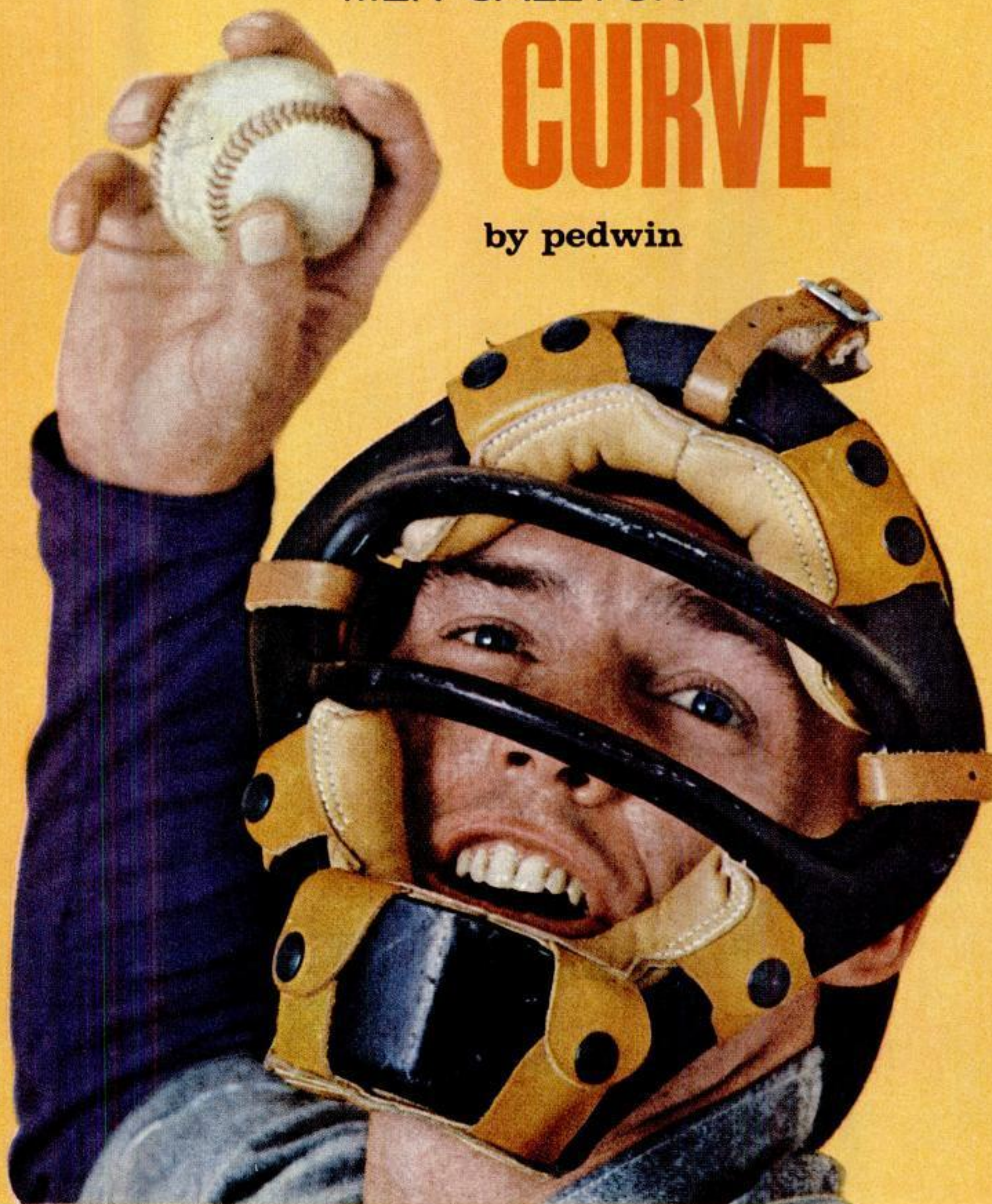
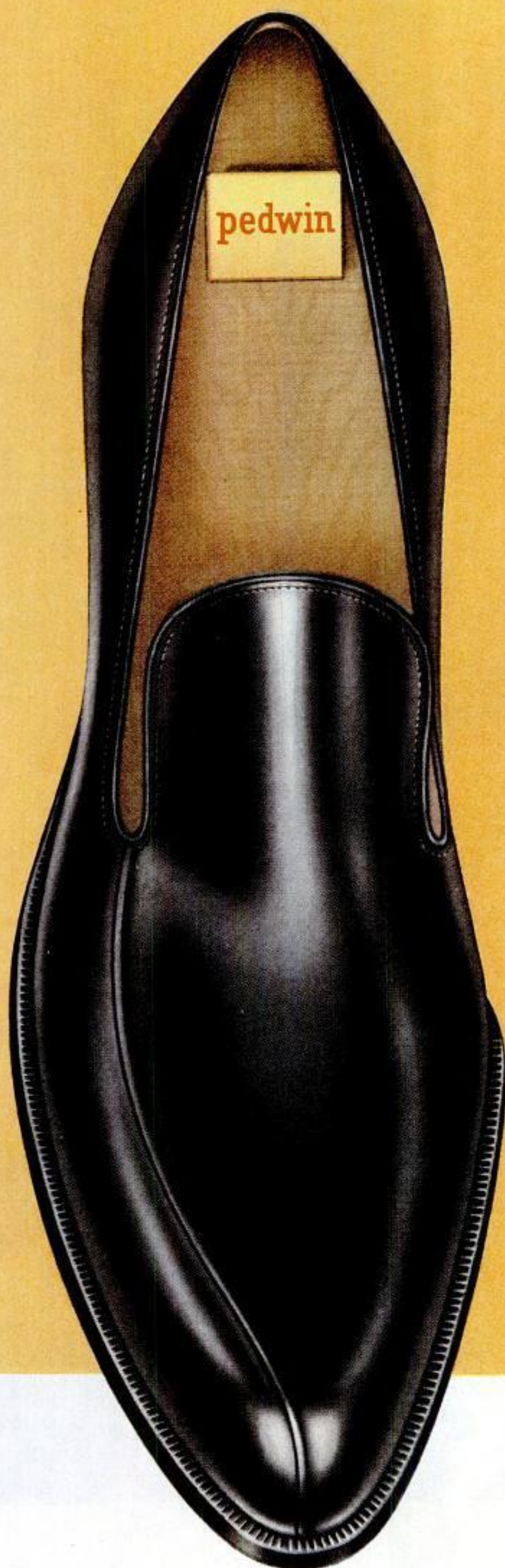
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LEAGUE-LEADING  
MEN CALL FOR

**CURVE**

by pedwin



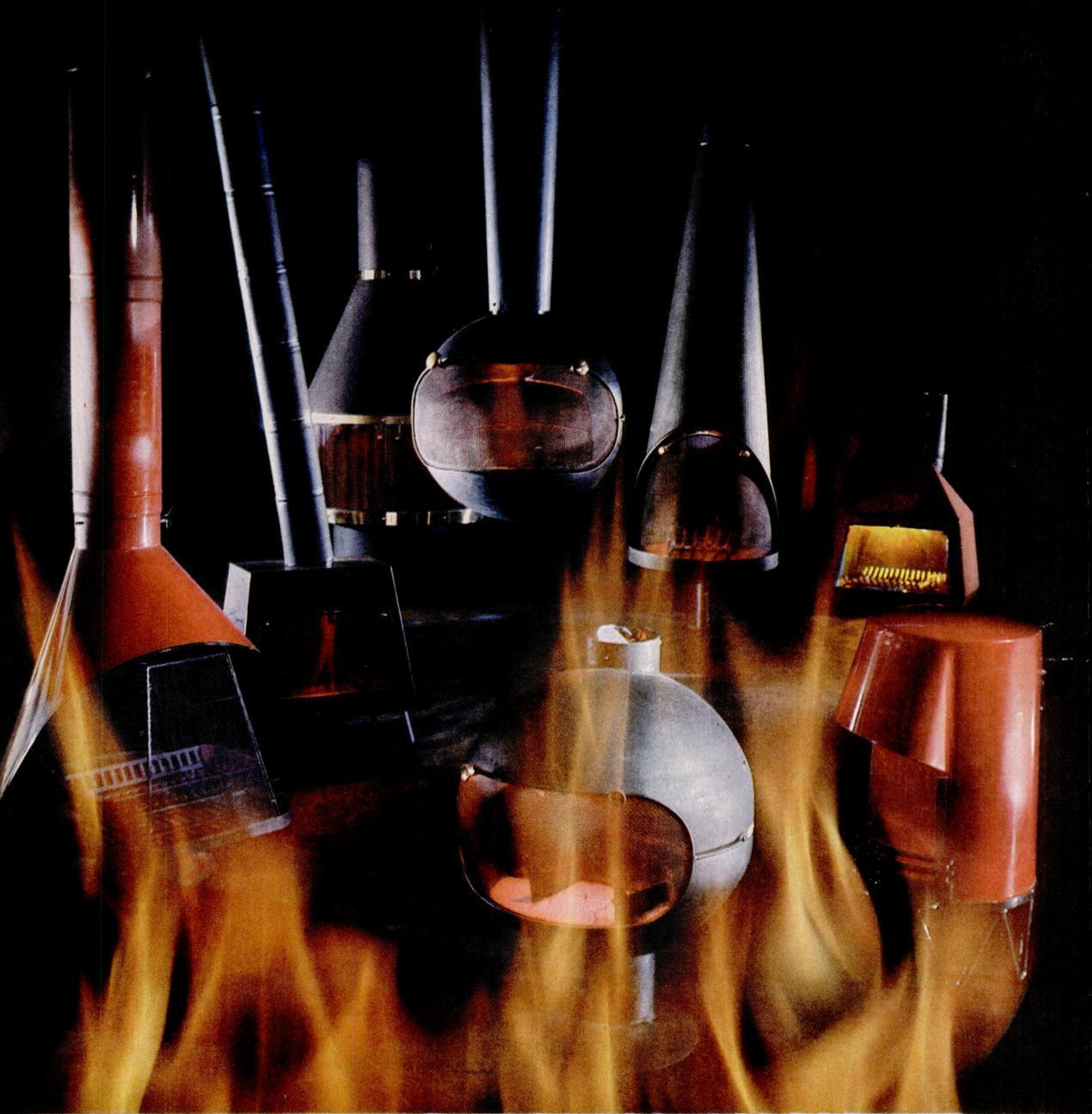
Stylewise, you're calling the pitch with these big-league slip-ons. The curved seam marks you a high-scoring campus man. Featured in black smooth . . . also in brown smooth, grey or chino buck. Pedwin Division, Brown Shoe Company, St. Louis.

**995**

Other styles 8.95 to 11.95. Pedwin Jrs. for boys 7.95 to 9.95. All Higher Denver West

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*young ideas in shoes*





# Ready-made Hobgoblin Hearths

Looking more like bubbles and witches' hats than hearths for homes, the objects above are samples of the modern metal fireplaces that come ready to install. They make it possible to add an open hearth to almost any room in the house, often at half the cost of a conventional fireplace, depending upon the sort of flue that is needed. Some sit out in the room, some hang, some attach to the wall.

The prefabs shown here are: at left, Firehood, which comes in seven colors, \$226. Behind it is Acorn's vacation fireplace, the least expensive of the group at \$88.50. Background, left, is Vitroliner, a huge semicircle,

four feet wide—the most expensive of the group at \$470. At center rear, the hanging bubble is a two-foot sphere by Kosmak, \$250. To its right is the witch's hat fireplace finished in polished graphite; Kosmak, \$385. Next is Acorn Deluxe, a model to hang on the wall, with a porcelain finish in various colors, \$135. At right foreground, an imported fireplace of Danish design is drum shaped with a heavy eyeshade; \$190. At center is a sitting sphere also by Kosmak; it costs \$200. All these fireplaces are suitable for burning anything from logs to love letters and they are guaranteed to provide a lively amount of flame and heat.





*Quality at your feet*

## Patent on the rocks!

Radiant recipe: Blend these icy blacks with your warm spring colors. Risqué's good mixers go everywhere from an afternoon in the park to parties after dark.

Shoes illustrated, 10.95 and 11.95

Other styles, 6.95 to 12.95

Higher Denver West

# RISQUÉ

Risqué Division, Brown Shoe Company, St. Louis





Elegant silk Empress Kimono in soft pink crepe de chine lined with brocade for double luxury. Designed by Count Sarumi to match the double luxury of Soft-Weve, the bathroom tissue that has everything! Superb "facial quality"—2-ply for softness and strength—exquisite "negligee" pastels—and even a new transparent wrap so you can see the lovely colors of Soft-Weve!

The most noticed little luxury in your home

**Soft-Weve**<sup>®</sup>  
2-PLY TISSUE BY SCOTT







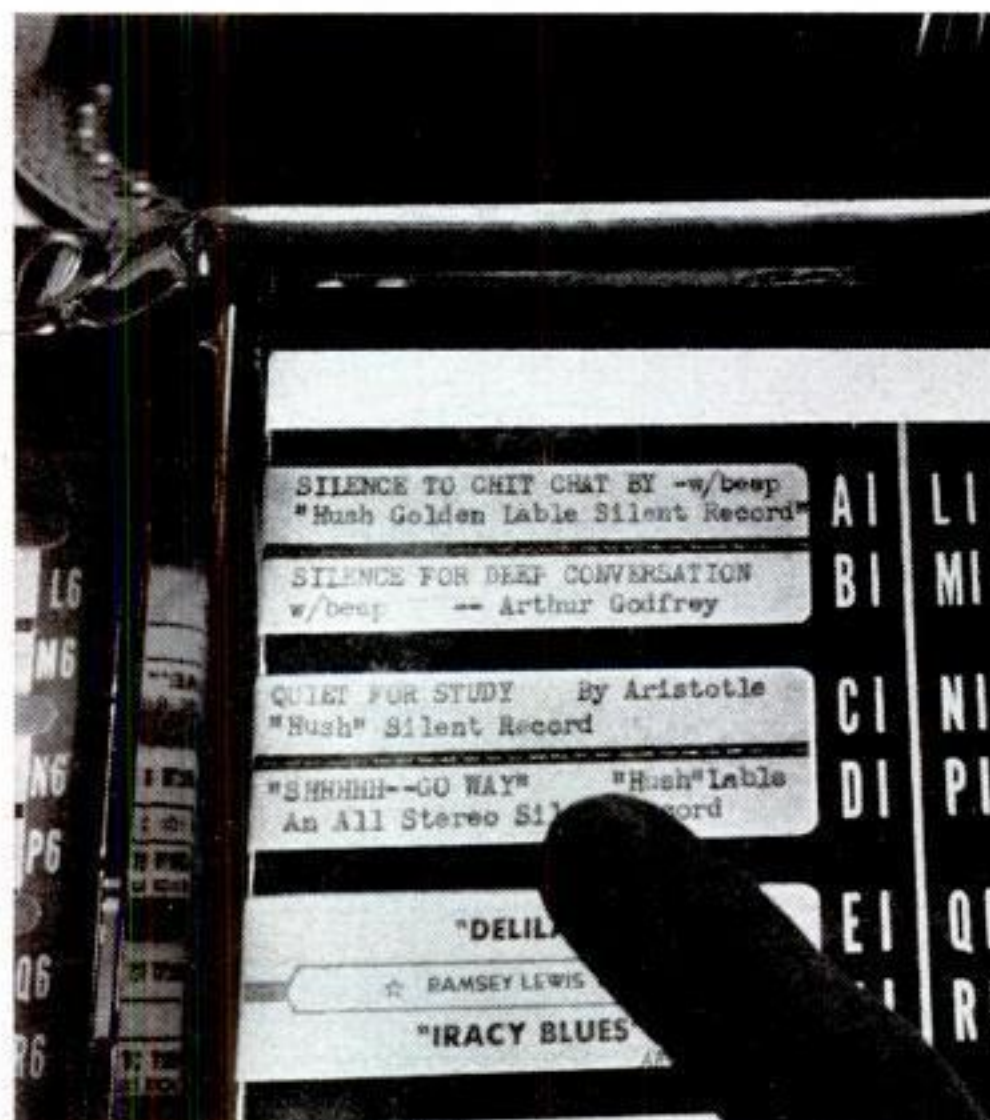
AT CAMPUS STORE MIKE McCANN PROMOTES HIS SILENT RECORDS. "THE BEST OF HUSH" HAS BEEN A BIG SELLER

## Silence on a Platter

The sawing of hill-billy fiddles and the beat of rock 'n' roll guitars has made many a deafened diner or drinker desperate, wishing he could bribe the jukebox to be quiet. Now he can, thanks to Mike McCann and Rod Shearer, seniors at the University of Detroit who are selling silence.

McCann is president of the student council and Shearer is class representative. They felt distressed that it was not possible to hold a conversation over the twanging and thumping in "The Pit," the campus hangout. Setting up in business, they pressed four silent records on the "Hush" label, including "Sh-h-h," and put them on the jukebox. Now, for a nickel, they can have three minutes of peace and quiet. The pair has also made records for lovers of domestic quiet. Selling them at \$4 apiece, they have raised \$1,600 toward a new wing on the student union building. Mike still has more ambitious plans: "Ster-eophonic silence," he says, "will be twice as silent."

IN JUKEBOX in "The Pit" four silent records are available. Two have beep, others only needle scratch when worn. →



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MOST  
GLAMOROUS  
WOMEN  
APPLAUD...



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*Tru-Glo*®

Liquid Makeup



*only*

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deluxe size 59c plus tax

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# Vacation all the



**Santa Fe**



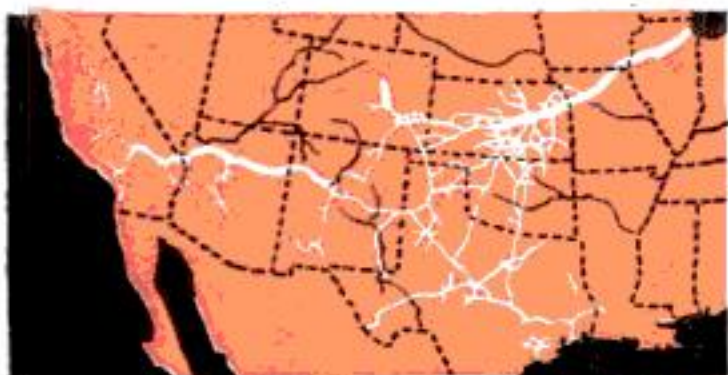
# way on the Santa Fe

Timely travel tips to help you pack more fun  
into your holiday trip this summer

## It's more fun to ride the train

Your vacation starts the moment you board the Santa Fe. Because every Santa Fe train is like a resort on wheels. No worries about traffic, bad weather, or long hours glued to a steering wheel. You relax in luxurious comfort while you see spectacular scenery, meet interesting new people and dine on world-famous Fred Harvey food.

## Where to go



Santa Fe takes you to places like San Diego with its subtropical splendor . . . Los Angeles where you see fabulous Hollywood and Disneyland . . . San Francisco with its famous restaurants and colorful Chinatown . . . You can arrange to visit all three of these famous California cities on your Santa Fe ticket at no extra cost. Santa Fe also takes you to Texas where everything is big (including the fun) . . . and to bustling Chicago on Lake Michigan where you make connections to all points east.

## Side trips



You can arrange to stop over on your trip and take in the Grand

Canyon, the Dude Ranch Country, the Land of Pueblos round Santa Fé and Taos, New Mexico, Yosemite National Park or dozens of other famous attractions. We'll gladly arrange the details for you.



## What you see along the way

Part of the fun of going Santa Fe is the scenery you see. You pass through the heart of the romantic Indian country with its historic pueblos and beautiful Red Cliffs. And you see the legendary cattle country, the thrilling mountains, and the colorful desert—all from the roomy comfort of a famous Santa Fe streamliner.

## Rent a car when you get there



Many folks find it is convenient to rent a car for sightseeing at their destination. We can arrange to have it waiting for you there as you step off your Santa Fe train. This way you enjoy all the advantages of having a car on your vacation, with none of the disadvantages of cross-country driving. And it does not cost as much as you think!



## Family Fares

Bring the kids along—because on a round trip with Santa Fe's Family Fare Plan only Dad pays the full fare. Mom goes both ways for the one-way fare. Children under 12 go for one-half the one-way fare. Baby travels free. We suggest you check into all the advantages of this money-saving plan while you're planning your trip. You'll be amazed at how much you can save.

For example, it costs as little as

**\$212<sup>15</sup>**  
plus  
tax

## round trip

## Chicago-Los Angeles for a family of four

It costs the average family of four less to go cross-country by train than it does to drive their own car. Aboard one of Santa Fe's luxurious coach trains an entire family of four can ride to California and back from Chicago for as little as \$212.15 plus tax. Compare this to what it costs to drive these 4,447 miles and you'll see why so many folks go Santa Fe. Besides, it's much more fun to go Santa Fe *all the way*.

## Which Santa Fe train is for you?

Santa Fe offers accommodations suited to everyone's taste and everyone's purse. One of these famous trains is sure to fit your fancy.

**Super Chief**—Deluxe all-Pullman service between Chicago, Kansas City and Los Angeles. Extra fare.

**El Capitan**—Deluxe chair car service between Chicago, Kansas City and Los Angeles. All hi-level cars including diner and lounge. Courier Nurse. Extra fare.

**The Chief**—Pullman and chair car streamliner between Chicago, Kansas City and Los Angeles, with through cars between Denver and Los Angeles. Features the Big Dome Lounge.

**San Francisco Chief**—Pullman and chair car streamliner between Chicago, Kansas City, Amarillo and San Francisco with through cars between Houston and San Francisco, also Pullman between Chicago and Lubbock. Features Big Dome Lounge. Courier Nurse.

**Texas Chief**—Pullman and chair car streamliner between Chicago, Kansas City, Wichita, Oklahoma City, Dallas, Fort Worth and Houston, with connecting streamliner for Galveston.



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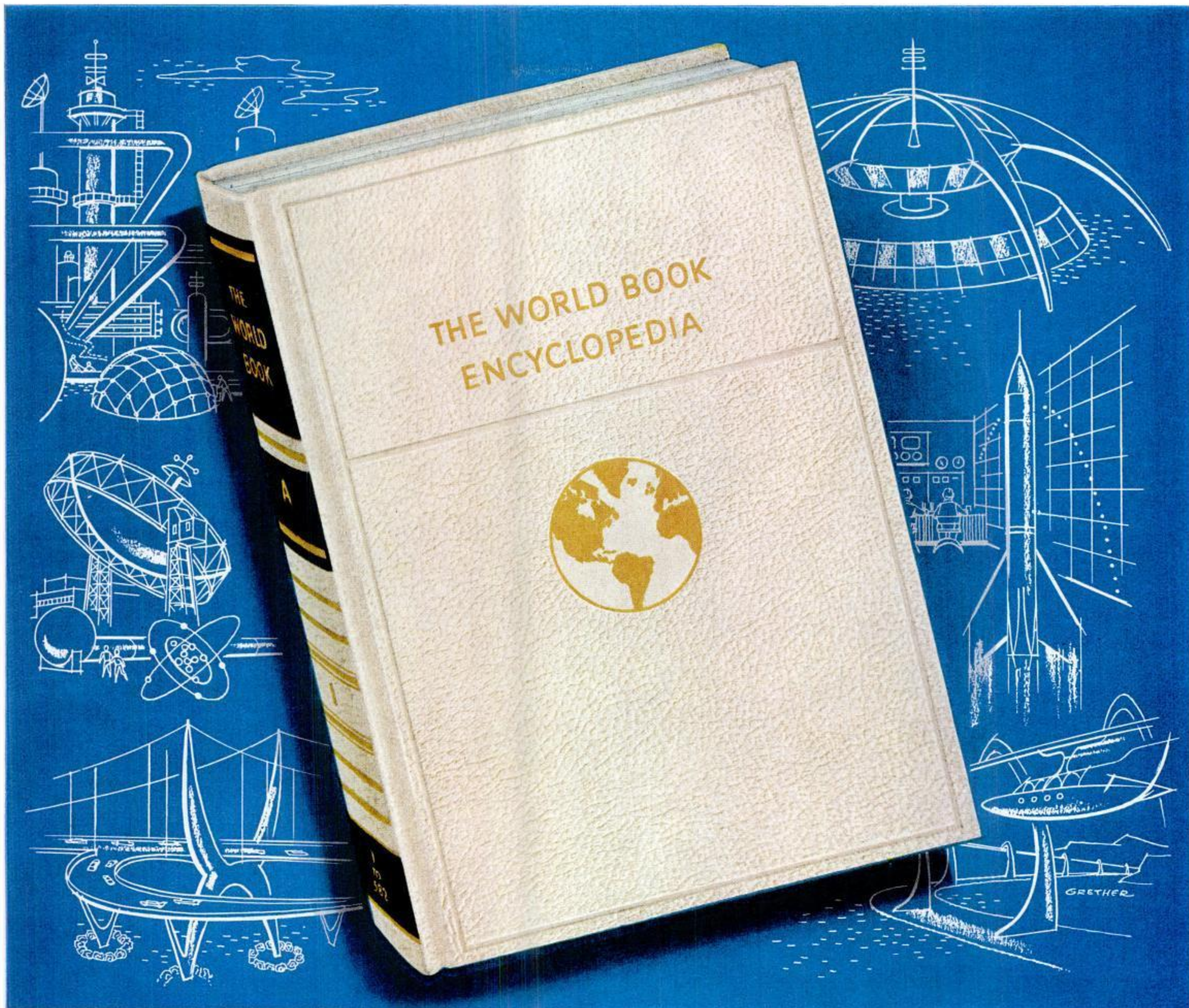


# Infernal Glow for Eternal Face

Silhouetted against the giant pyramid of King Khaf-Re, the enigmatic face of the great Sphinx of Egypt loomed over the dark Nile Valley one recent night, drenched in a startling infernal glow. For 4,500 years the crouching colossus with a man's head and the limbs of a lion has been a simple yellowish brown by day and moonlight blue by night. This seemed to satisfy the millions of sightseeing visitors. But for the winter

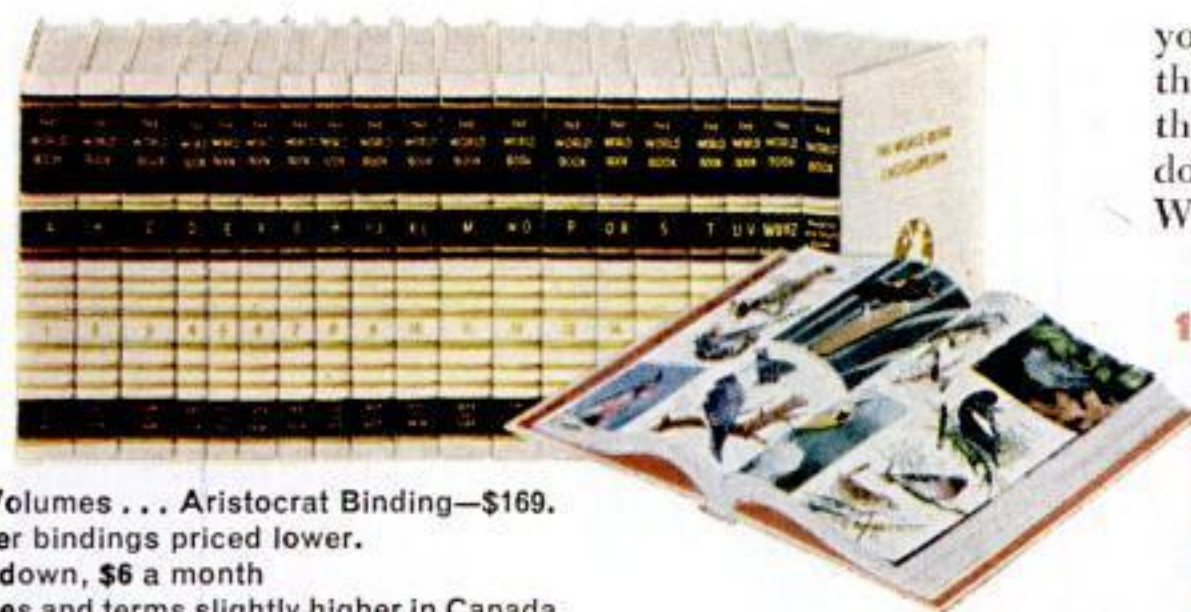
vacationers, Egypt's tourist bureau this year wanted something different. Dragging some anti-aircraft searchlights to Giza, outside Cairo, they trained them on the Sphinx and began practicing the effects produced by placing different-colored gelatins over the lights. When the beam on the Sphinx was bright red and the light on the great pyramids nearby was normal, the ancient monument was dramatically transformed.





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Wake  
up to  
**TANG!**







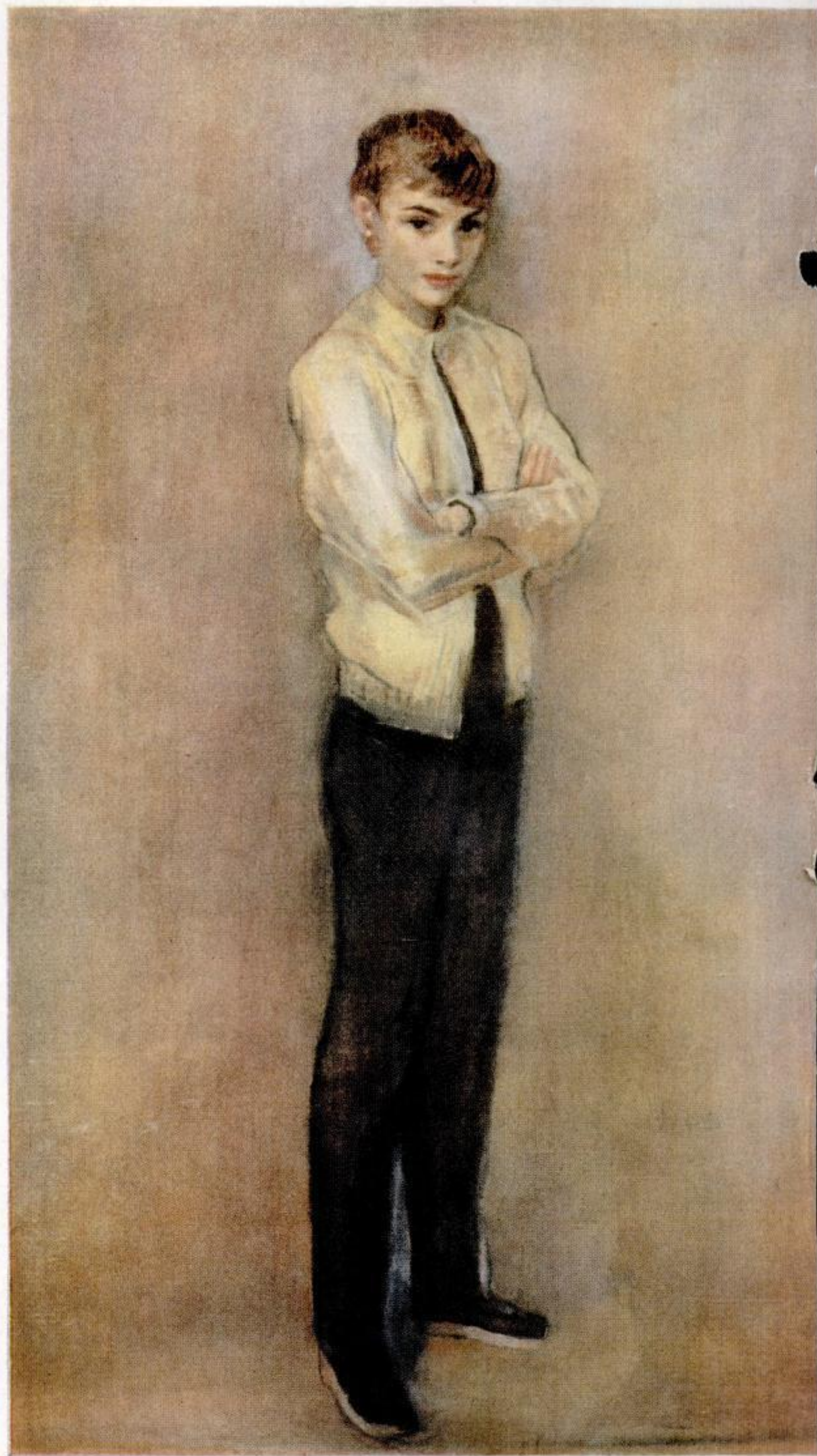
### Mrs. Lewis Root Jr.

For a portrait commissioned by her parents, Mrs. Root of Wellsville, Pa. went to New York to pose in the studio of John Koch. A top-ranking portraitist who earns \$5,000 to \$10,000 per portrait, Koch included some details of his studio furnishings in the portrait, including a slice of a painting by the French impressionist master, Vuillard.

CONTINUED



Portrait Painting CONTINUED



Audrey Hepburn

Spotting Audrey Hepburn in slacks on a movie set, Paul Clemens asked her to pose, tossed off this painting for his own pleasure. This was a busman's holiday for Clemens who normally paints Hollywoodites for up to \$10,000 a portrait.

Mlle. Eliane Orosdi

Fascinated by statuesque elegance of Mlle. Orosdi of Paris, New York Painter René Bouché invited her to pose all in white with black poodle. Though painting was purposely done in 1890 style, Mlle. Orosdi rejected it as "pretentious."



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**NEW! INSTANT!**

*Just mix with cold water!*

**MORE VITAMIN C** than Mother Nature puts in orange or grapefruit juice, more than the finest fresh-squeezed or frozen. You need this vitamin every single day—your body doesn't store it.

**MORE VITAMIN A** than the best tomato juice, too.

**NO SQUEEZING, NO UNFREEZING**—your TANG jar needs no refrigeration. You make TANG fresh, as much as you want at a time, a glass or a quart. Comes in two sizes. *Regular* size fills 12 and *family* size fills 24 breakfast glasses.

**REAL WAKE-UP TASTE** all its own. Never acid-y. Always the same sunny goodness, glass after glass. Add TANG to your shopping list now.



*Happiest thing that ever happened to breakfast*

Tested and approved in General Foods Kitchens for taste, quality and nutritional value.





# Portrait Painting

## HERE ARE VARIED STYLES FOR WOMEN



Senhora Ragnar Janer

An Italian countess married to a Brazilian, Senhora Janer was painted in New York by Lucerne Roberts. Senhora Janer likes her portrait because "it has lots of class and strength. It looks as if it might have been painted by a man."

Back in the days before Mr. Daguerre came along with his picture machine, almost any pretty lady was a pushover for a portrait painter angling for a commission. But after photography became the vogue, women gradually lost interest in tiresome sittings in an artist's studio and gravitated to the quick and far less expensive sessions in front of a camera.

Now formal photographic portraits have lost their novelty and people have money to spend, so the pendulum has swung back to the painters. Women are once more willing subjects for the artist's brush. The portrait revival is largely the doing of doting husbands and parents who are eager to embellish their surroundings with appealing images of their wives or daughters. This is not only a financial but an esthetic boon to professional portraitists who almost universally prefer painting beauties to businessmen.

Women who sit for portraits nowadays generally prefer a straightforward effect rather than the flamboyant apparel and poses of the great days of Sargent. A portraitist has to content himself with painting simple stances, modest gowns and hatless heads. If he is interested in showier effects or wants to get a little frisky with the female face (*following pages*), he has to do it at his own expense.



Miss Louise Swenson

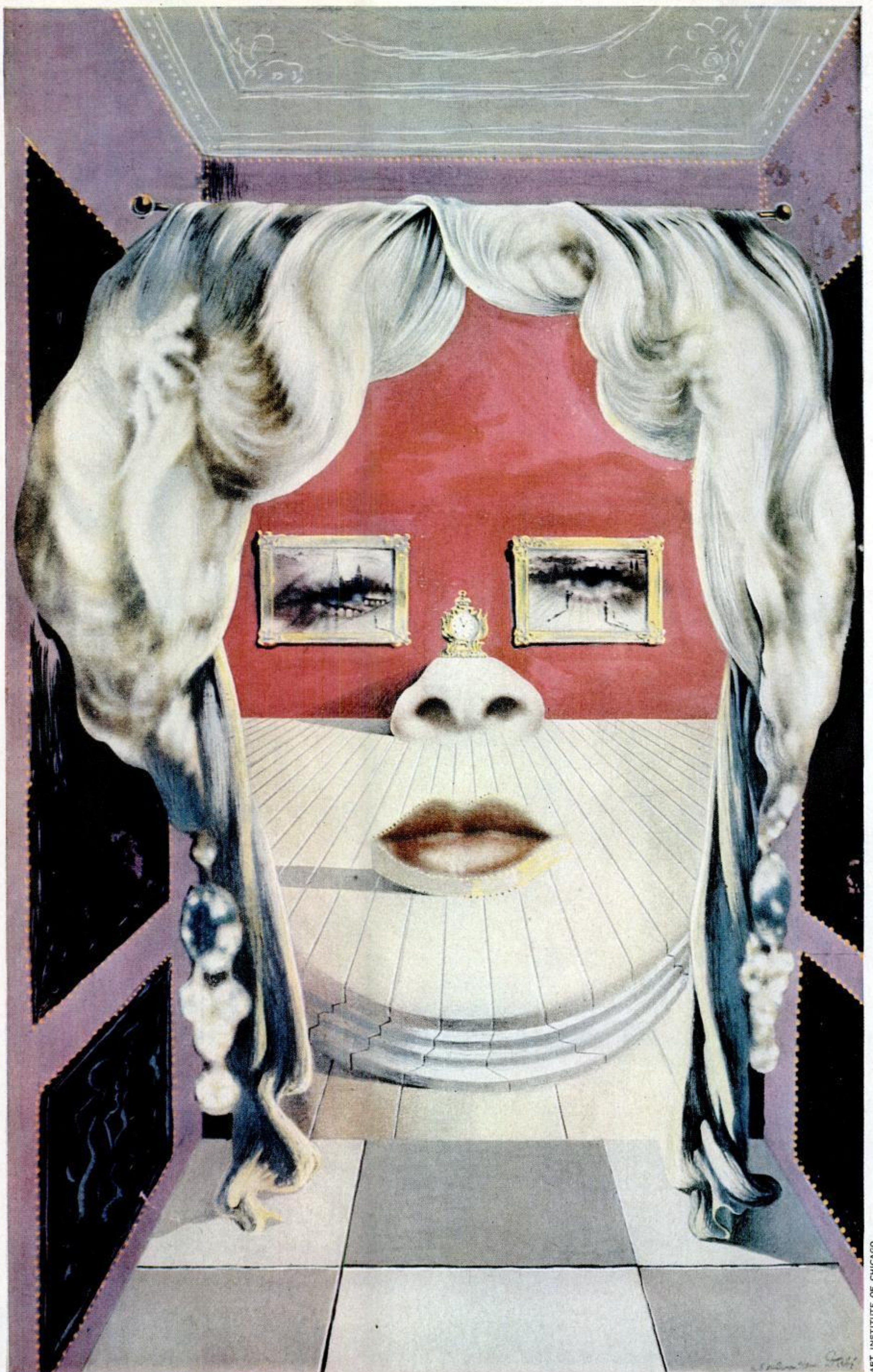
A specialist in men's portraits because of his free and easy style of painting, William F. Draper is also in demand for informal portraits of women like this one of Louise Swenson. Though casual in effect, it required five sittings.



Mrs. William Ryan

With a dreamy look on her face, Mrs. Ryan of Stockbridge, Mass. was painted by Peter Cook shortly before her marriage. A New Jersey artist, Cook roams the east on commissions, divides time between portraits of women and children.





ART INSTITUTE OF CHICAGO

## Mae West

An old hand at double-take effects, Salvador Dalí visualized the face of Mae West as a surrealist salon. Painting over a photograph of the actress, he used her hair to suggest draped portal, converted her

eyes into landscapes, her nose into a fireplace, her mouth into a love seat. A clock tops her nose as a mantel ornament. An uncommissioned caprice of Dalí, the portrait has not been seen by Miss West.



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**Problem #2 — tire cord:** At high speeds, the same heat that eats away tread also weakens cord. The answer? Goodyear's all-new 3-T *triple-tempered* cord (Tyrex or nylon). Triple-tempering gives strength and heat resistance that other cords simply do not have.

**Proved** on the "Turnpike That Never Ends." At San Angelo, Texas, on a new, 140 mph test track, these tires *proved* they'll give you more mileage than any other tires you can buy!

*In short, Turnpike-Proved Tires by Goodyear are the toughest, safest, longest wearing tires in every price class.*

See them at your Goodyear dealer's. Your old tires may make your down payment. Goodyear, Akron 16, Ohio.



This year you  
ways and turn

# GOODYEAR

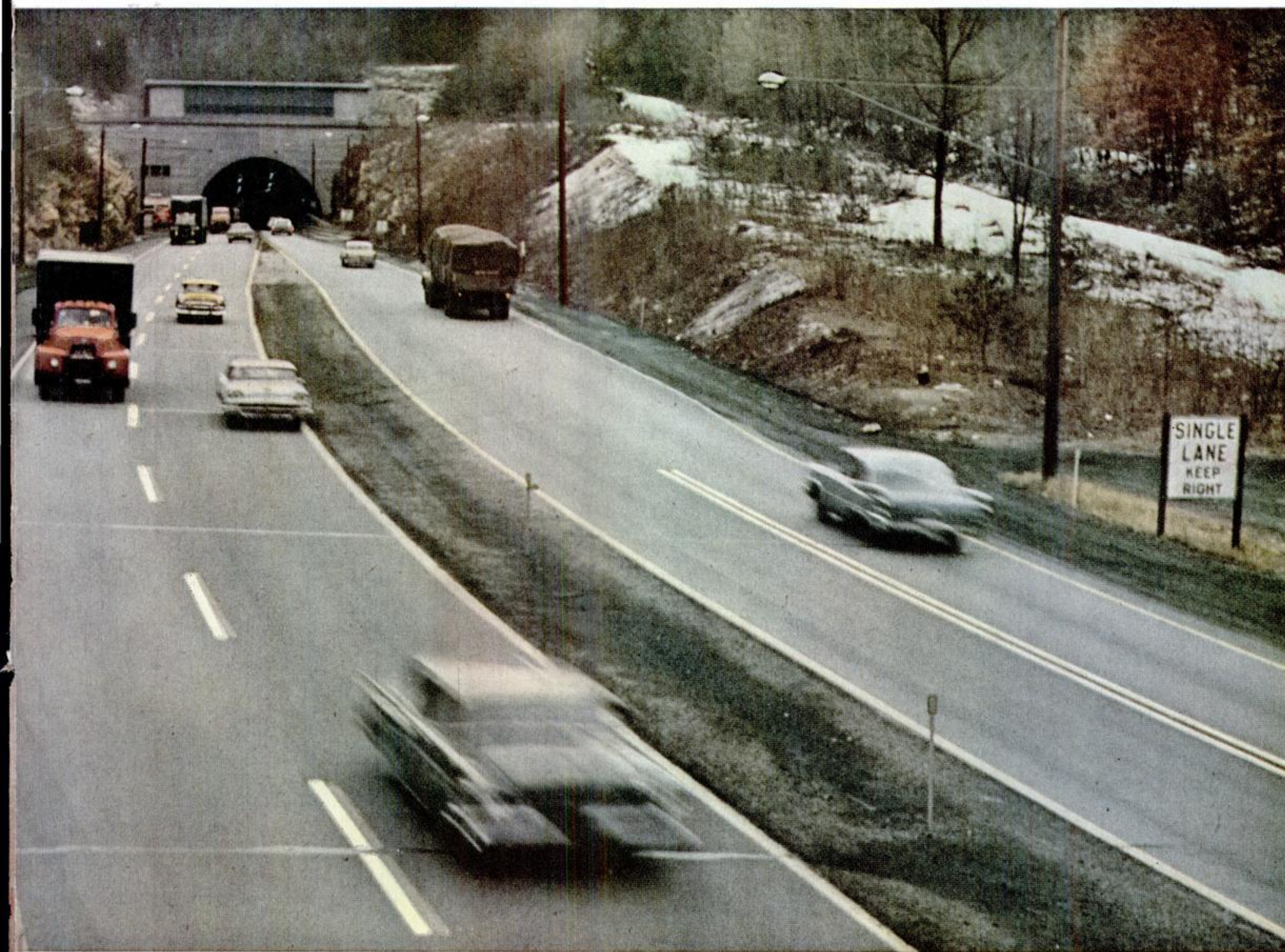
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# GOODYEAR

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*the business-minded* **ROYAL**® *electric*

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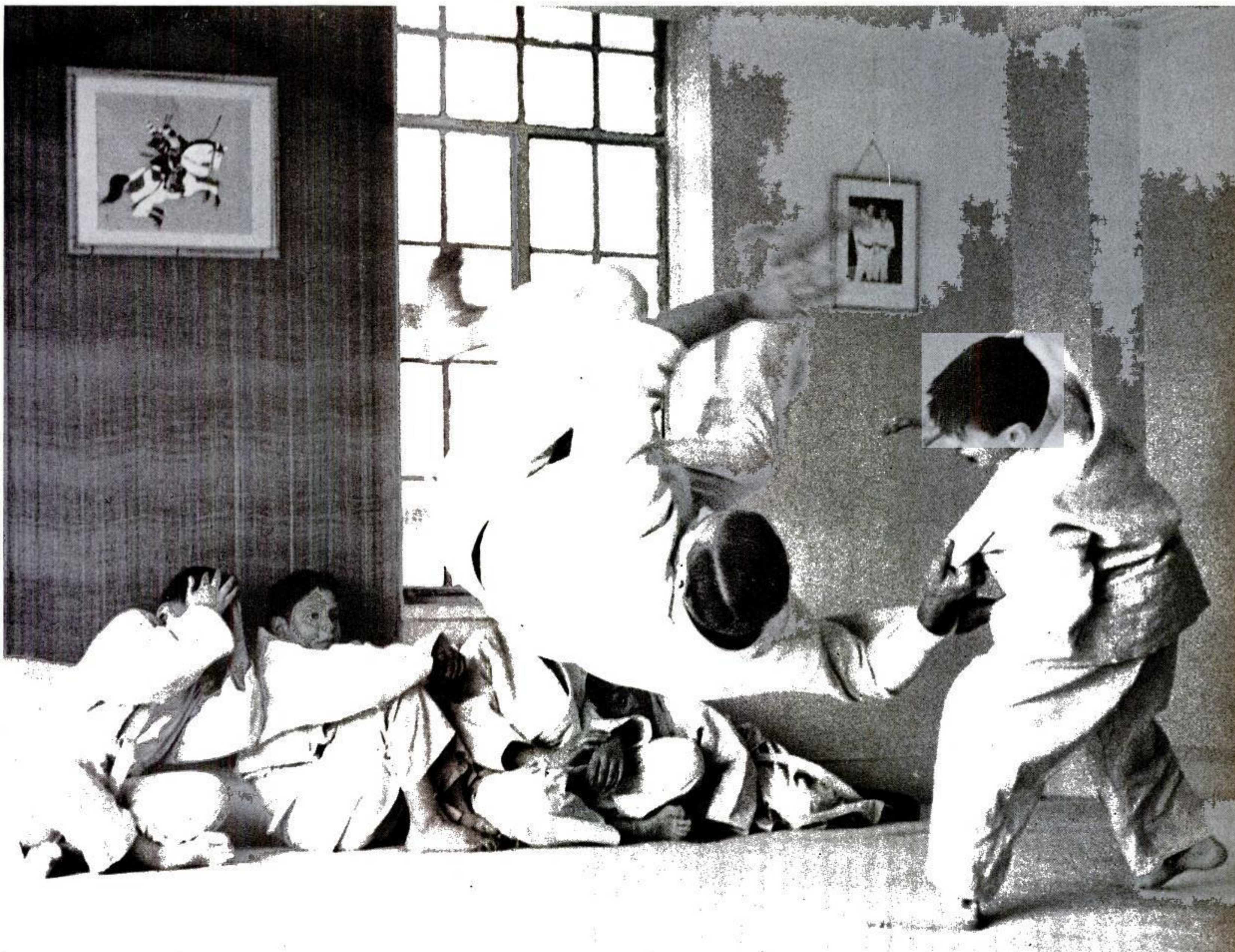


**TAKING AN EXAM,** judo pupils Tony Ganz, 11, and Christopher Earls, 10, show their stuff as classmates look on. Boys wear the traditional judogi uniforms.

# Lessons in Judo for Juveniles

Teaching a small boy to take care of himself in a fight without hurting a lot of other small boys sounds like an impossibility. But Jerome Mackey does it and makes a good living at it. He runs a judo school in New York where he instructs 150 pupils, including six girls.

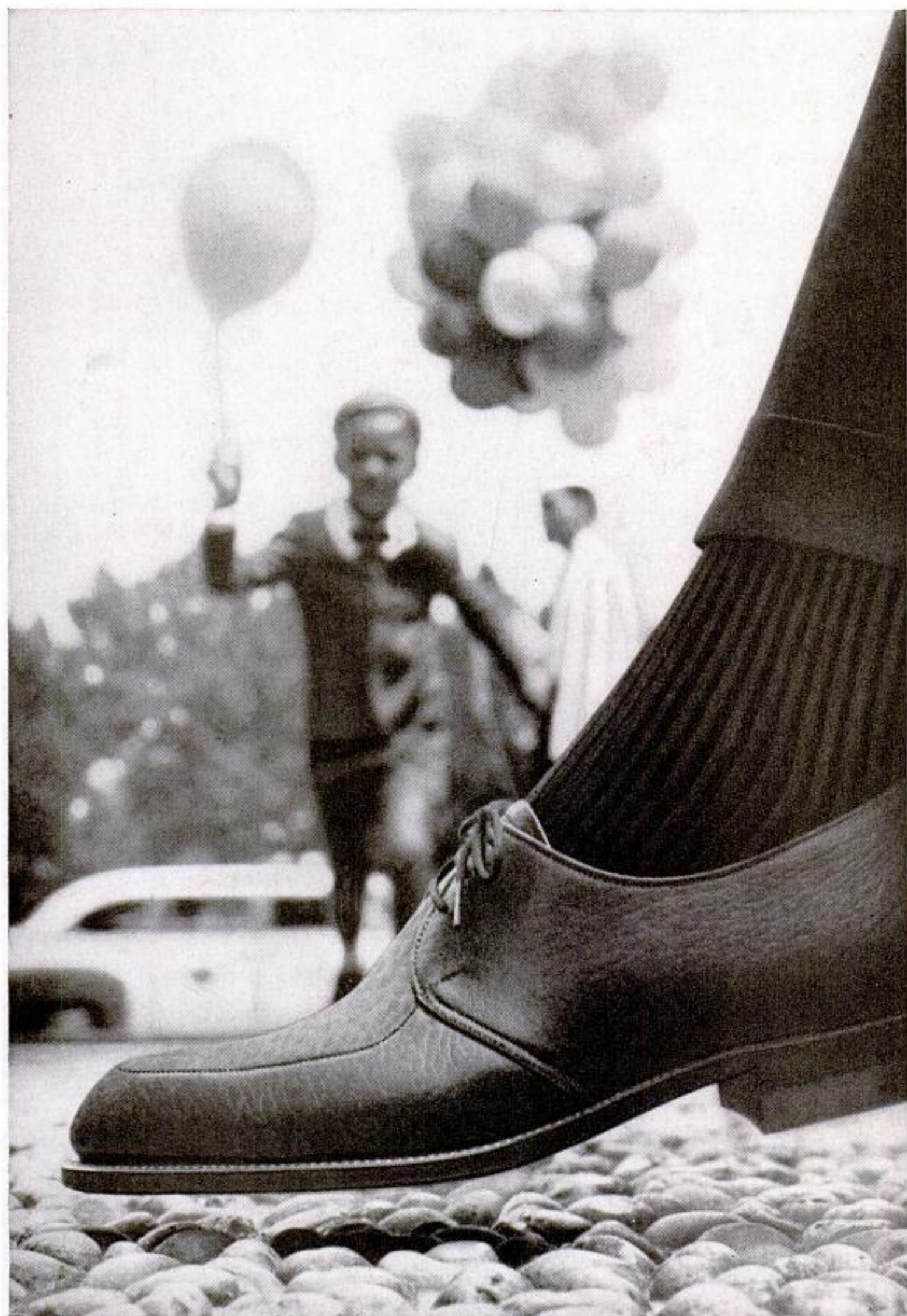
The principle of judo—a gentle art of self-defense developed by Buddhist monks who didn't believe in fighting but didn't like being pushed around by bandits either—is to turn the strength of the strong against them. When they push, the weak man pulls and the strong man lands on his back with a surprised look on his face. Mackey, who has studied judo since childhood, believes teaching it to small boys has a civilizing influence. "We produce no bullies here," he says. "If I see a boy shows signs of misusing his knowledge, I won't teach him any more." As proof that no one gets hurt, he points to the fact that he himself is a pianist, and breaks no fingers fighting. He hopes soon, from the profits of his school, to start studying piano full time so that he can become a concert pianist.



**THROWING INSTRUCTOR,** 195-pound Herman Kauz, to the mat, 65-pound Daniel Karson, 11, impresses his fellow pupils. Kauz is holding on to sleeve of

boy's judogi to guide his fall. Lessons are conducted in traditional Japanese way. The opponents kneel and bow ceremoniously to each other before every bout.





#530 . . . New smooth-seam 3-eyelet style in soft oak brown textured calf. Also black, #531.

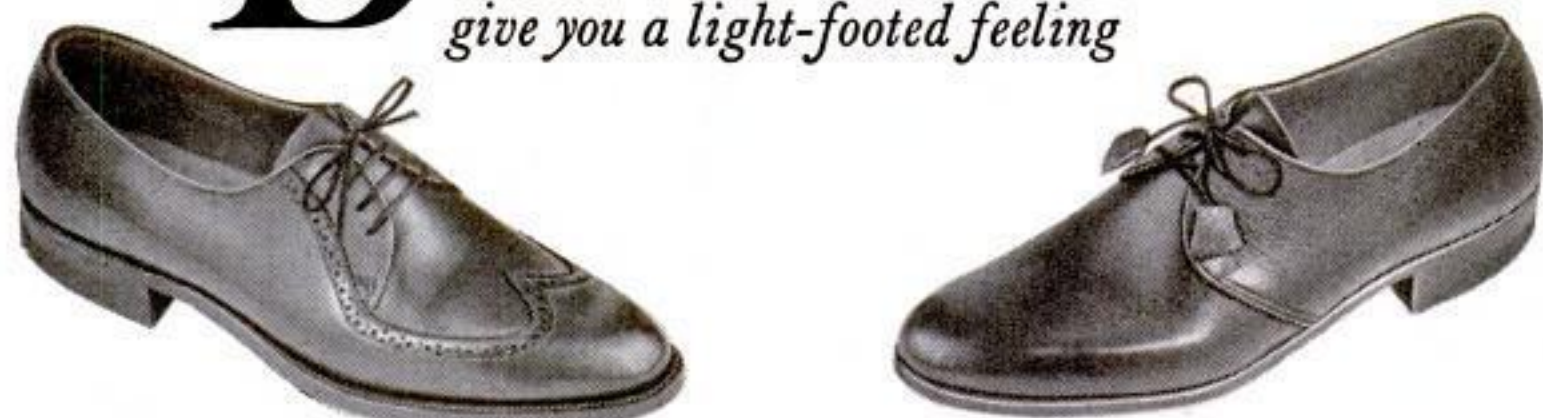
## so free & light your feet never seem to touch the ground

There's Spring in the air . . . and in your step with the new Bostonian Flexaires. These walk-easy, feel-easy shoes are slimmed down on the outside, cushioned on the inside and flexible all over. Slip out of your winter-weights and into a pair of lightweight Flexaires at your Bostonian dealer's.

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## JUDO FOR JUVENILES CONTINUED



**KICKING BAG**, Elad Ophir, 7½, practices *savate*, the French method of foot fighting. Boys are told to use this vicious system only in self-defense.



**BACKWARD KICK**, useful in retreat, is delivered to bag by Miguel Coelho, 10. With *savate*, boys also learn *karate*, Japanese hand-chopping technique.



**AFTER CLASS** two junior judoists let off excess steam by swinging on bag. Faces on bags are to amuse children. School takes pupils 6 years old and up.



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Photo by A. Aubrey Bodine

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You capture one of the beauties and subtle moods of the Chesapeake Bay... when you see an oyster fleet at work.

That big boat in the foreground of the picture is the famous two masted, Bay-developed, "Bugeye." In the distance you see Chesapeake "Skipjacks" and Sloops as they "make their licks" across the oyster beds.

Sail is the sole power of these boats, and has been by conservation law in the upper Bay, for the last 93 years.

And it takes a master waterman, a sharp judge of wind, water and position, to skipper these boats in and out of close quarters... as they seek out one of the most famous sea foods of them all... the succulent Chesapeake Bay Oyster.

It's from this land that's rich in history... rich in the traditions of fine foods and generous hospitality that we bring you National Beer.

One of the great beers of the country, we offer it to you as a symbol of quality from this land of pleasant living. Try it. It's the TASTE—that you'll like about National.



**CRABBING...**  
Here you see a Bay waterman working his trot line...boating the famed big Bay crab. Lines are baited with salted eel.



**TONGING OYSTERS...**  
Bringing up oysters by hand from the bottom of the Bay is tough, cold, rugged work. These tongs are as long as 40 feet.



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I'm a gal on a balanced budget. So you can imagine how happy I was to hear *this* good news. With *Super Kem-Tone*, you can paint the walls of an average room for less than \$10!



This is Michael, our son. The neighbors call him the Secret Weapon, because he can destroy *anything*. But not my *Super Kem-Tone* walls! They're pet-proof, child-proof—truly super-durable.



This is Bill, my husband. *Not* a do-it-yourselfer. (He prefers the TV and easy chair.) He was amazed at how easy it was to use *Super Kem-Tone*. Spatters, rollers—even kids wash clean with *water*.



This is Midas, our cat. Even *he* approves of *Super Kem-Tone*. You see, it's a *latex-based* paint, which means it's completely nontoxic. Can't harm pets or children. And there's no "painty" odor!



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I'm telling all my friends about *Super Kem-Tone*. And, about Kem-Glo®, too—the famous alkyd enamel which is color matched to *Super Kem-Tone*. Kem-Glo looks and washes like baked enamel.

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STUDENTS CRAM FOR EXAMS IN WIDENER READING ROOM

# Storehouse of Scholarship

ITS LIBRARY KEEPS HARVARD GREAT

YOU could destroy all the other Harvard buildings," said Shakespeare Scholar G. L. Kittredge, "and with Widener left standing, still have a university." He was talking about Harvard Library, the biggest university library in the world and one of the great institutions of the West. The library is a major reason for Harvard's greatness, for this immense reservoir of knowledge pulls scholars like a magnet from every part of the world to study and teach at Harvard.

Most big libraries specialize in a few areas. Harvard is strong in almost everything, from Oriental history to cookbooks. The original 400 volumes which John Harvard bequeathed the young college in 1638 have grown to nearly 6½ million books and are still growing at a rate of 130,000 a year. Of the \$82.5 million

Harvard College now is raising, \$15 million is earmarked for its library.

Harvard Library actually consists of 90 separate libraries. The heart of the network is Widener (*above*), where earnest students and mellow scholars jostle in the marble hallways or labor in isolation in the stacks. Next door to Widener is the aristocratic sanctuary of the Houghton rare book collection where select scholars may finger precious tomes behind locked, padded doors (*left*) that open only to the librarian's signal. Then there is the hurly-burly of Lamont, the undergraduate library where 100,000 workaday volumes are ranged on open shelves. Amid these three collections LIFE prepares to observe National Library Week next month by presenting this world of books and the scholarly men who inhabit it.

← BEHIND LOCKED DOOR scholar studies English manuscripts in Houghton rare book library.

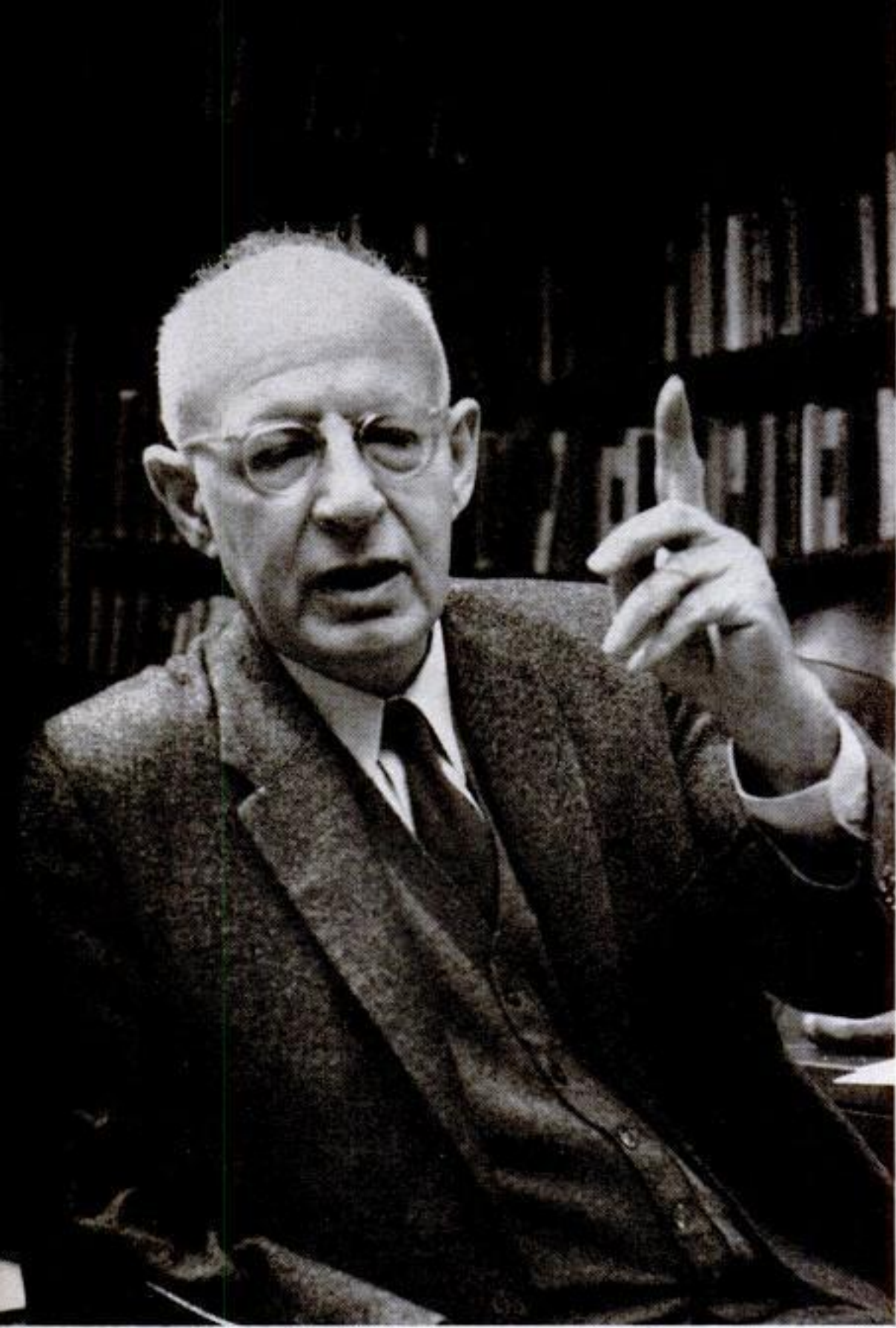
MASSIVE COLUMNS of Widener are so imposing that it was called the "Elephant in the Yard."

Photographed for LIFE by DMITRI KESSEL





# SOME FAMOUS SCHOLARS



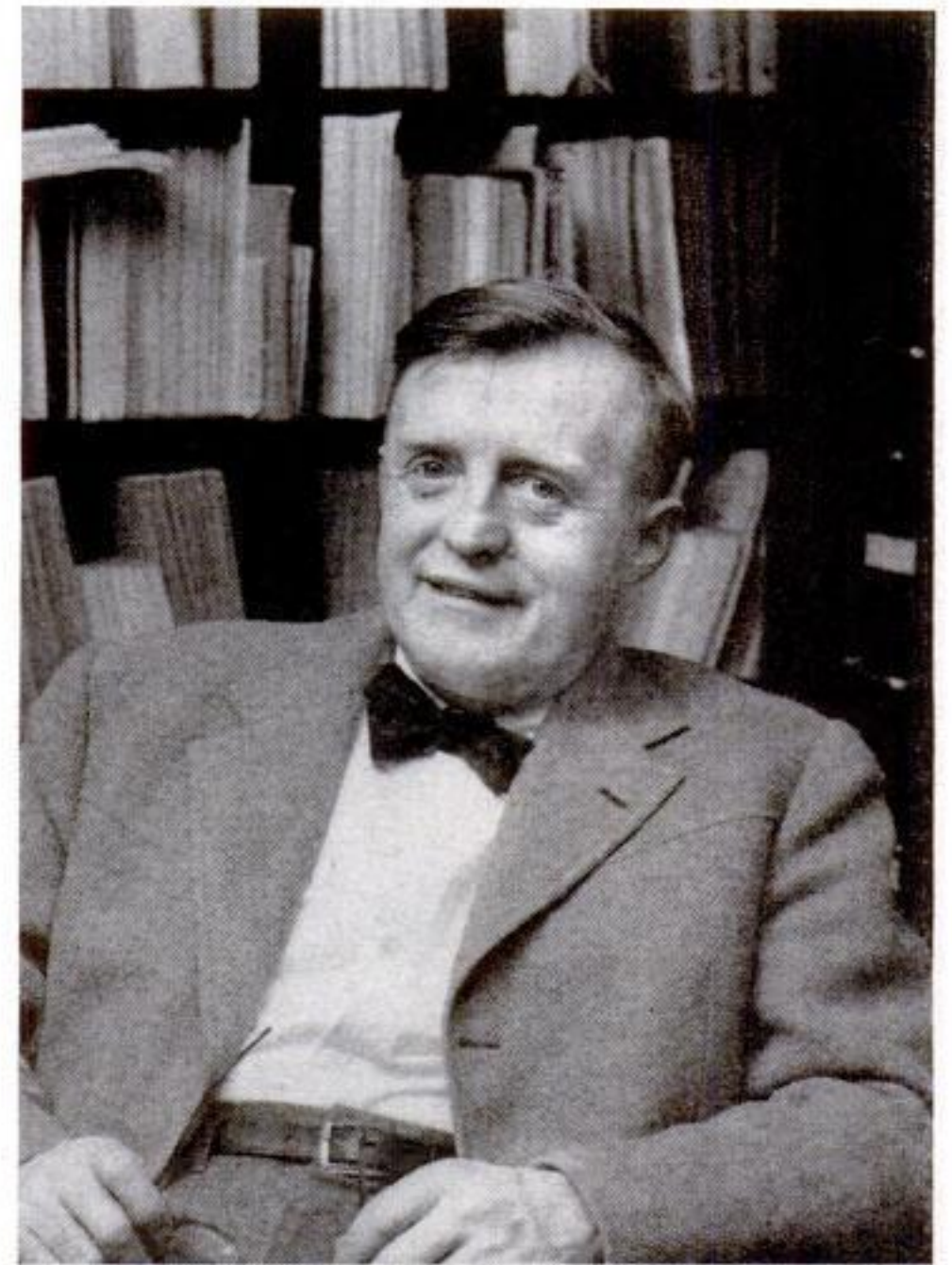
## PLATONISM

Raphael Demos, 67, like the other famous scholars on these pages, is a Harvard professor. But he devotes long hours to research in the library. A gentle, humane teacher, Demos is famous for his analyses of Plato's thought. He is now studying development of Greek philosophy under the Turkish occupation, using the library's collection on Greek thought under Ottoman Empire.



## CLASSICS

Werner Wilhelm Jaeger, 70, is one of the greatest living interpreters of Greece's humanistic tradition. His monumental work, *Paideia: The Ideals of Greek Culture*, is already a classic and he is starting on the fourth volume. For Jaeger, Widener is particularly valuable because it contains doctoral theses in his field from many countries, and rare old editions of classical works.



## POLITICAL SCIENCE

Carl Joachim Friedrich, 57, has taught political theory at Harvard since 1926 but he has also made himself an international reputation outside the academic world. An expert on constitutions, he helped frame West Germany's constitution in 1949 and the Puerto Rican constitution in 1952. Of Widener he says, "Every book there is as accessible to me as if it were in my private study."



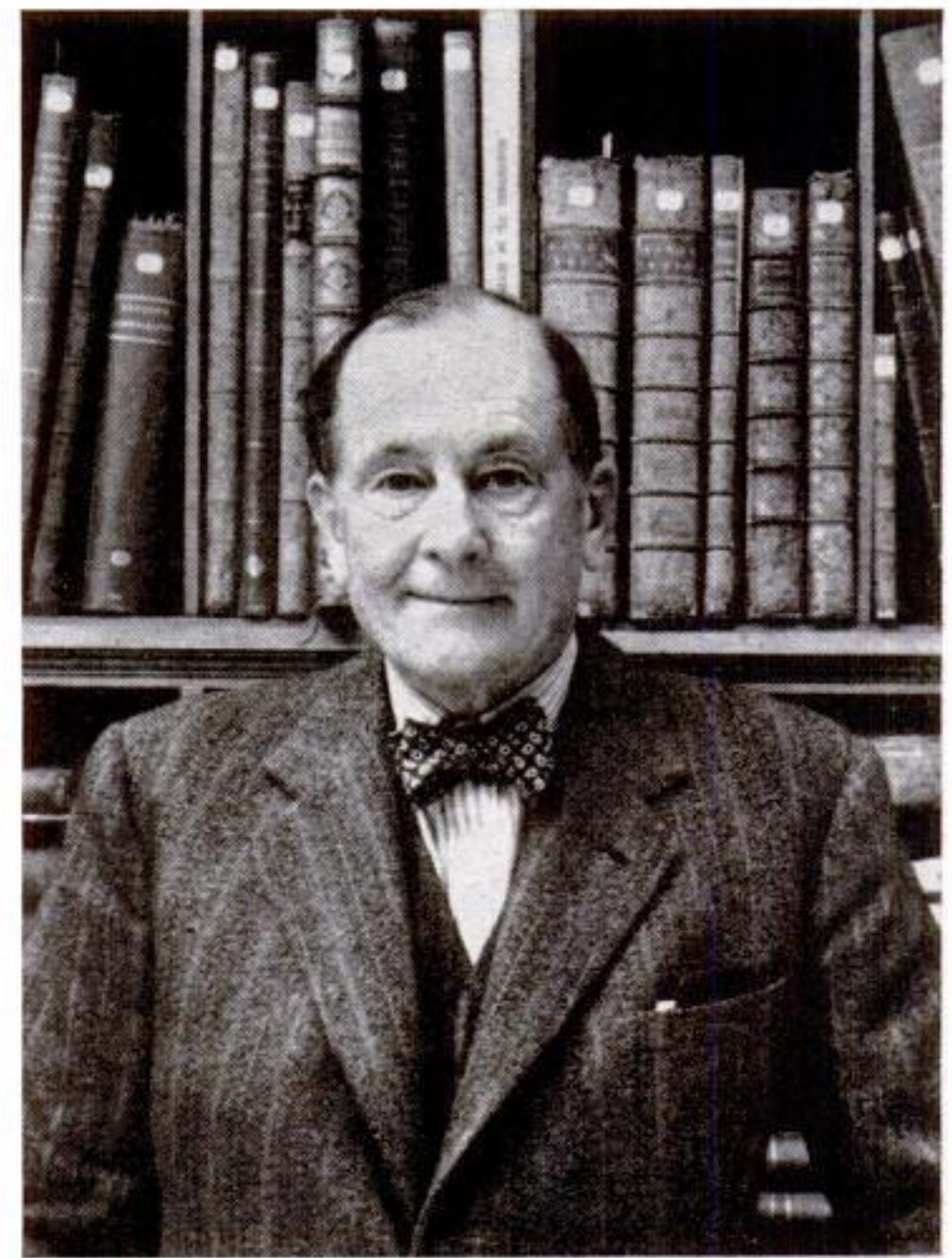
## MODERN HISTORY

William Leonard Langer, 63, energetic boss of Harvard's Russian Research Center, is a world authority on modern diplomatic history. Besides teaching regular courses, Langer heads a program to train students for foreign service. He is also writing a history of early 19th Century Europe, relying heavily on Widener's fine collection of 19th Century documents and newspapers.



## ARABIC THOUGHT

Sir Hamilton A.R. Gibb, 64, an expert on Middle Eastern thought, came from Oxford to Harvard in 1955. He is translating travel accounts of Ibn Batuta, a 14th Century Moroccan globe-trotter, with help of Widener, which has vast assortment of source materials—old chronicles and geographies—from all little-traveled regions from West Africa to China in which Batuta journeyed.

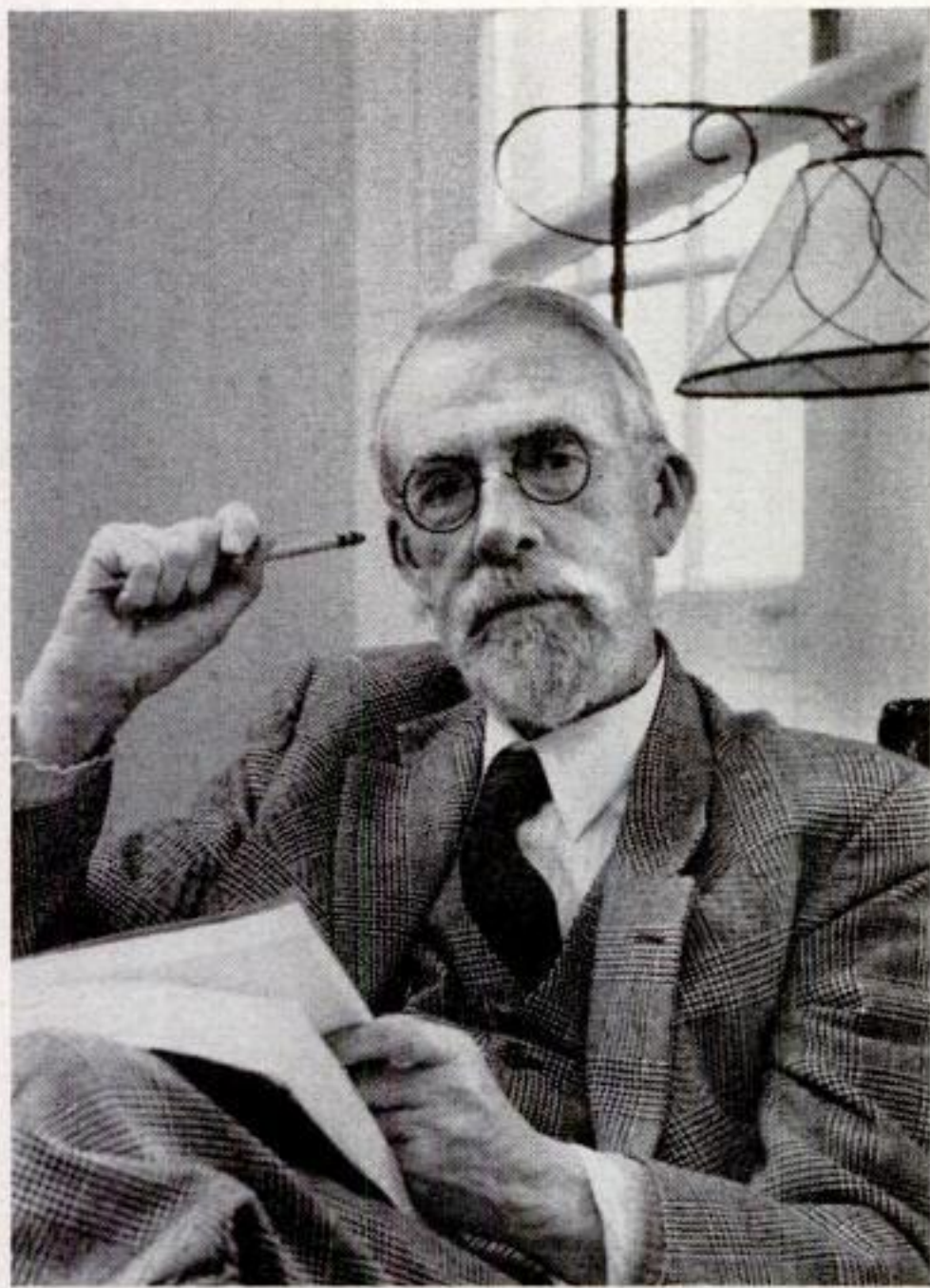


## AMERICAN HISTORY

Samuel Eliot Morison, 71, a tweedy Bostonian in the old tradition, is best known for his Pulitzer Prize-winning study of Columbus (*Admiral of the Ocean Sea*, 1942) for which he sailed 10,000 miles over Columbus' routes and his *History of U.S. Naval Operations in World War II*. In American history Morison claims Harvard Library is second only to the Library of Congress.

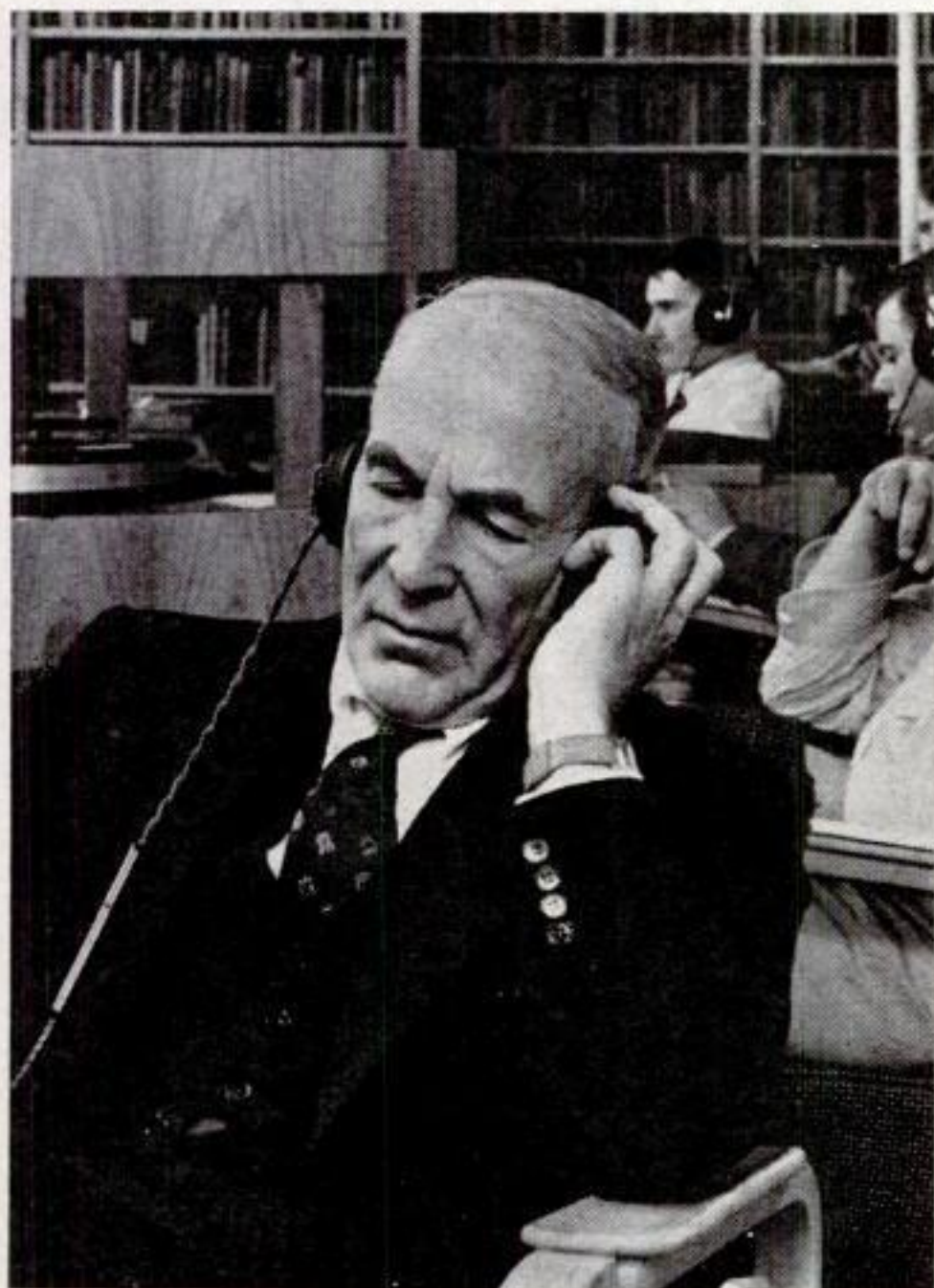


# WHO USE IT



## CHURCH HISTORY

Christopher Dawson, 69, is the greatest Catholic historian of European culture. The theme which runs through his many scholarly studies is that religious faith gives cohesion to civilization. A visiting professor from England, he is presenting the Catholic point of view on history to Protestant Harvard Divinity School, making use of Widener's rich material on early church history.



## POETRY

Archibald MacLeish, 66, is known to the outside world as poet and author of the modern morality play *J.B.* At Harvard, MacLeish, who was Librarian of Congress until 1945, is now the Boylston Professor of Rhetoric and Oratory. For his teaching on the art of poetry he uses Harvard's outstanding record collection. Here he listens to Spanish poet Garcia Lorca, one of his favorites,



## HISTORY OF PHILOSOPHY

Harry Austryn Wolfson, 71, has occupied the same cluttered office in Widener's basement for 20 years, studying the history of philosophy. He retired last year but only to continue with-

out distractions on his 12-volume *Structure and Growth of Philosophic Systems from Plato to Spinoza*. In his monumental work he depends on the library's priceless collection of medieval texts.



# BOOKISH GRIST FOR THE UNDERGRADS



HEEDLESS OF A LIGHT SHOWER, PETER KANE, '60, LIES ALONGSIDE WIDENER'S STEPS RESTING HIS EYES AFTER A LONG STUDY SESSION IN LIBRARY



PLEASANT RESPITE from study is afforded a couple of Harvard men by Jane Douglas in Widener. Girls have enjoyed free access to Widener since 1949.

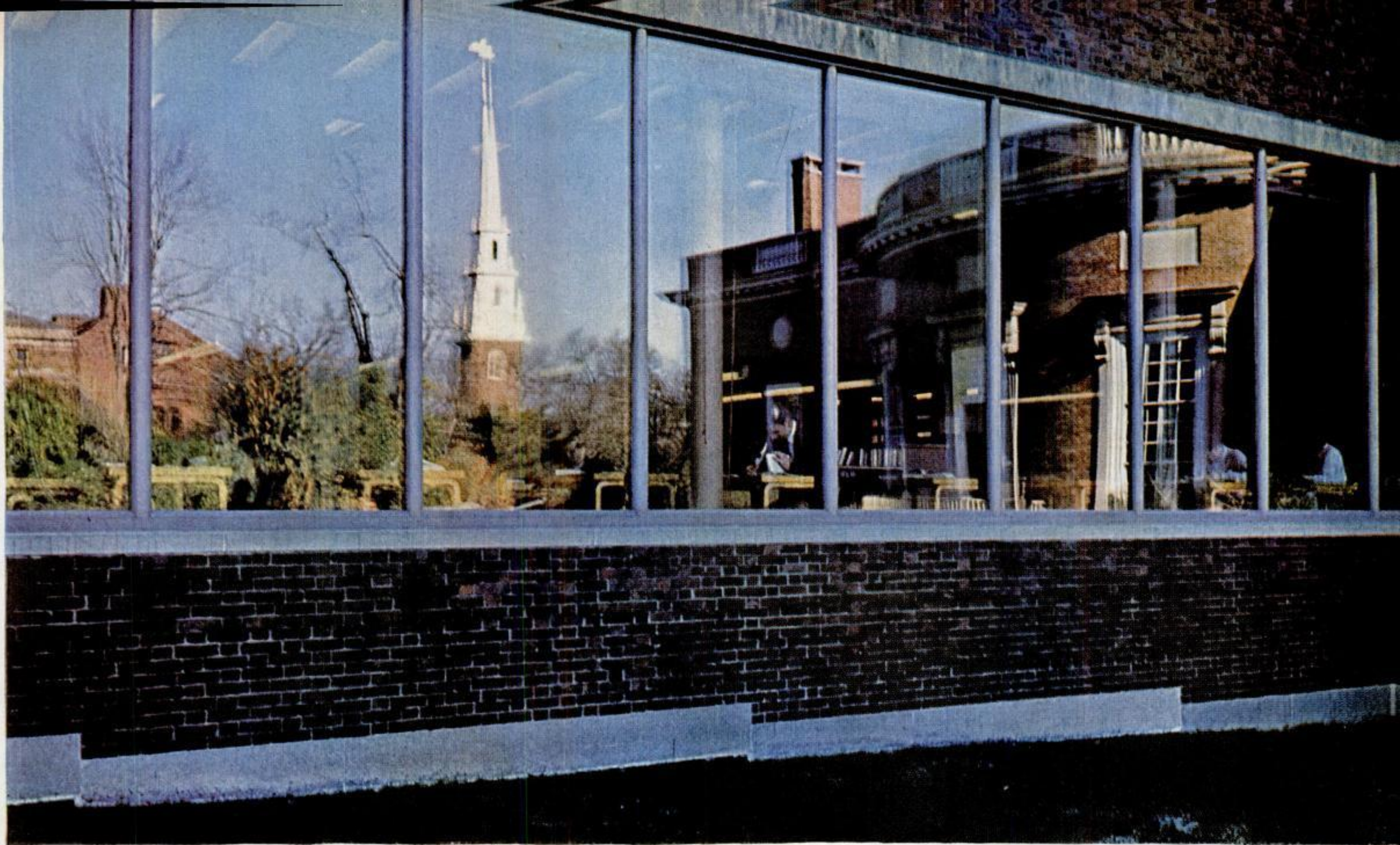


BOOK SALE gets rid of library's unwanted duplicates, always attracts a throng of students who can pick up scholarly works for as little as 10¢ apiece.

SPRAWLED IN LAMONT'S POETRY ROOM, TWO STUDENTS LISTEN THROUGH EARPHONES TO RECORDING OF HAMLET, ACT V, PERFORMED BY GIELGUD







TWO LIBRARIES AT ONCE are seen as Houghton, with elegant modern Georgian facade (*right*), is reflected in functional picture windows of Lamont.

KEATS ROOM in Houghton houses manuscripts, first editions, two thirds of poet's extant letters, relics such as a lock of his beloved Fanny Brawne's hair.





# THUMBED TEXTS, PRICELESS TOMES

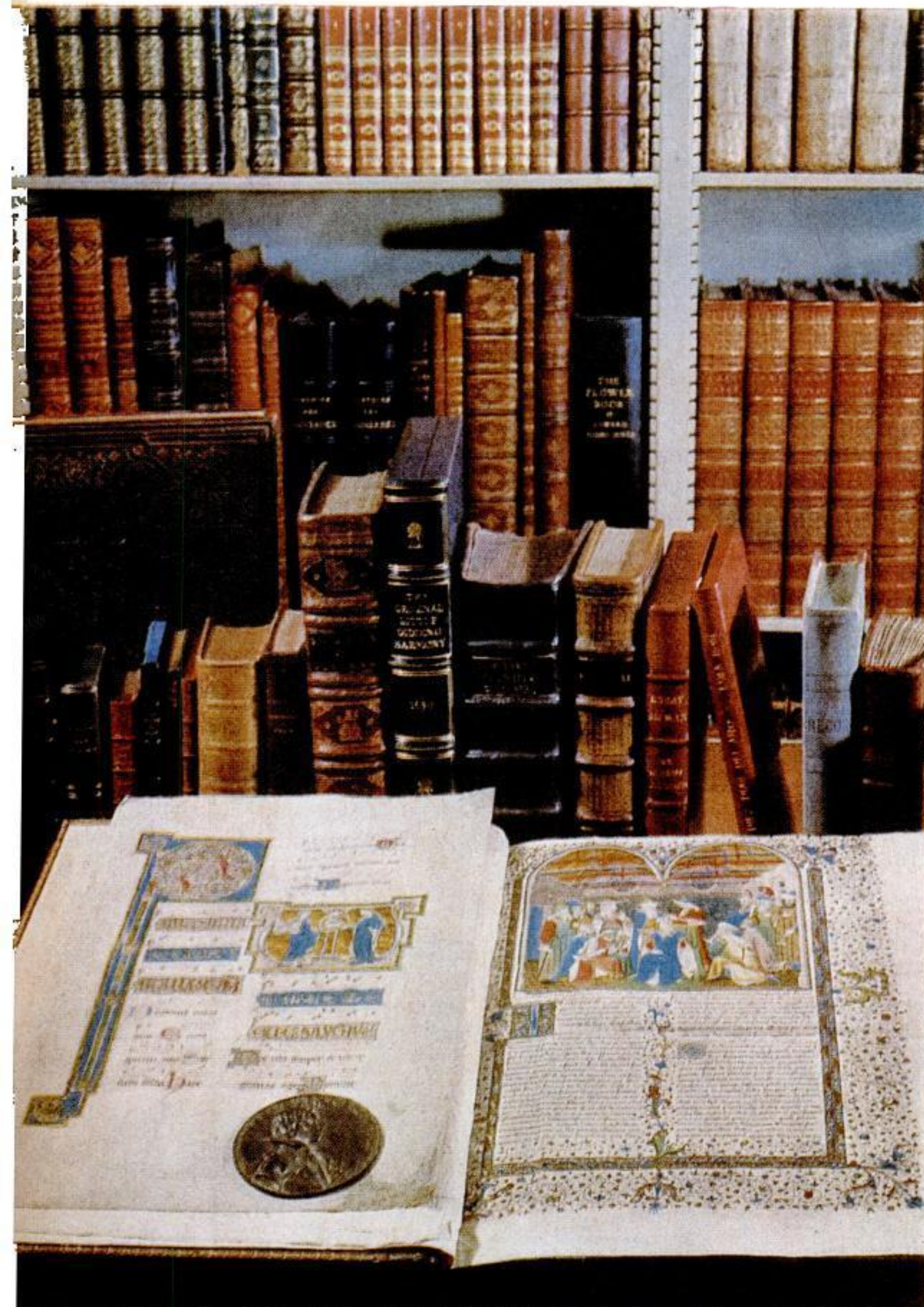
Set apart from the well-thumbed textbooks which line the shelves of Harvard's "working" libraries like Lamont (*right*) are the pampered volumes of one of the world's greatest treasuries of rare books. In Houghton Library the temperature is held at an even 68°, the air is kept free of dust and artificially humidified to prevent fine bindings from crumbling and ancient paper from becoming brittle.

Nobody knows how much the collection is worth. There is no way of pricing a Ninth Century manuscript of Horace's poems, 175 handwritten volumes of Emerson's *Journals*, or the beautiful medieval illuminated version of Livy's history (*shown opened below*). One battered but prized possession has little value except to Harvard. It is the only volume of John Harvard's which survived a fire 200 years ago: John Downname's *Christian Warfare against the Devil World and Flesh*, 1634.

Even the officials who carefully guard the priceless collection recognize that every book, however unique and beautiful, is primarily a source of learning and research. And many a young bibliophile got his first start on a lifelong love when, on the track of some elusive fact amid the tomes of Houghton, he awakened to the beauty of fine books.



IN SCHOLARLY CONFINEMENT mathematics major John Kasdan props up his shoeless feet for comfort as he studies his Roman history in a Lamont



TREASURES include manuscripts of Pope's *Essay on Man* (foreground, fourth from right) and part of Wolfe's *Look Homeward, Angel* (second from right).





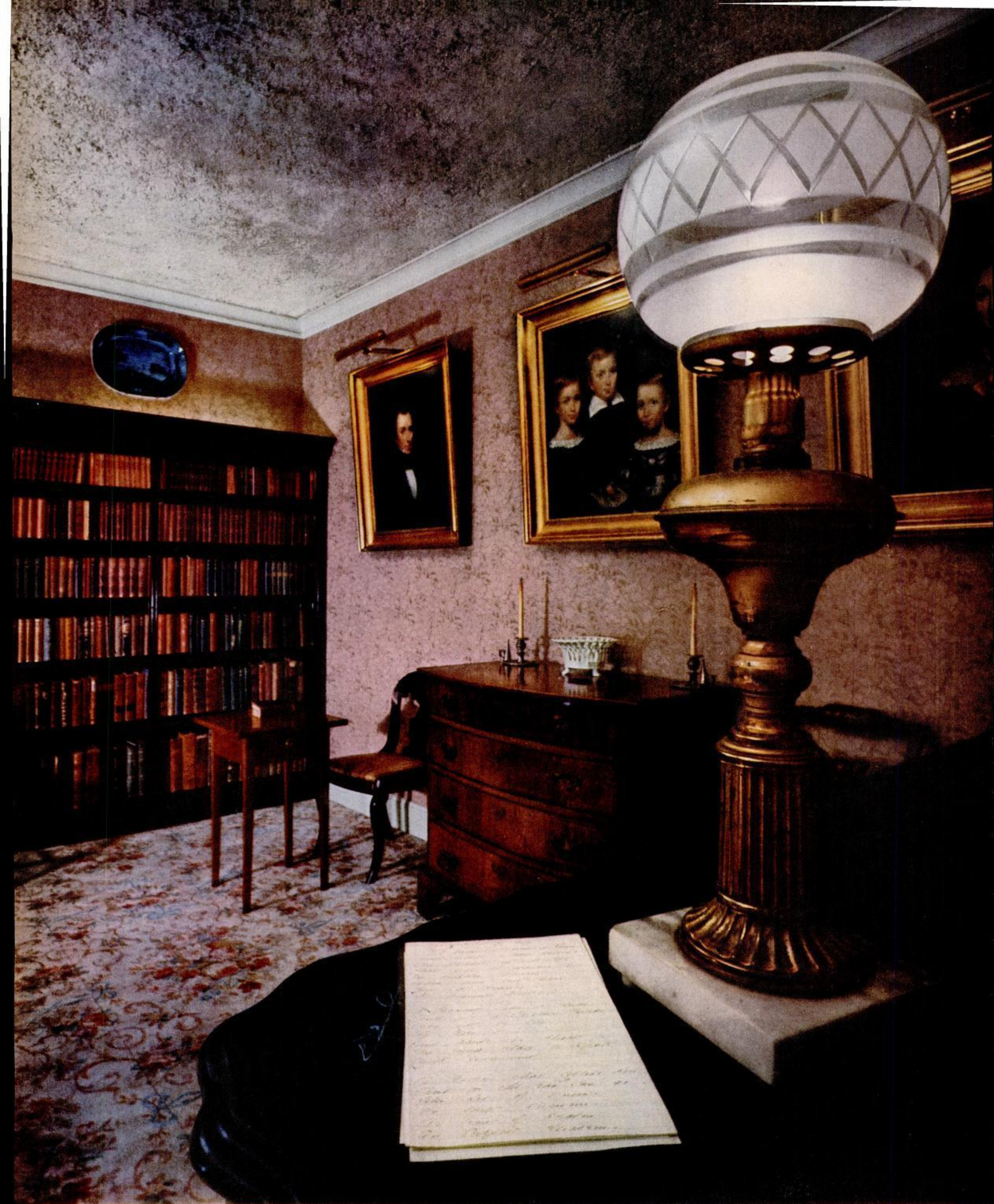
alcove walled entirely by books. Stocking-footed students sometimes embarrass Harvard officials taking eminent visitors on tours. But one group of

Moslem scholars came away deeply impressed with the respect the students showed for library, because, they said, so many of them had their shoes off.

CONTINUED

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POETESS'S CORNER in Houghton contains books, furniture from Emily Dickinson's home in Amherst, Mass. These heirlooms were given to Harvard

along with manuscripts of more than a thousand of her poems. Group portrait on wall shows Emily (*left*), as a child, brother Austin and sister Lavinia.



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...as long as it's  
**Post Grape-Nuts**"

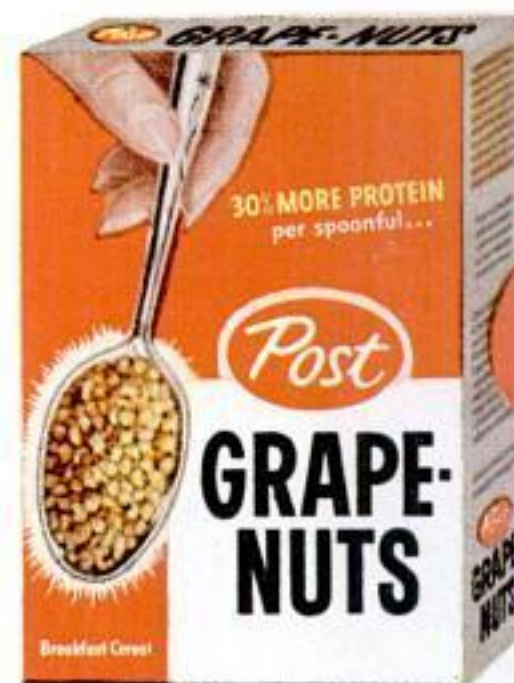


DICK SARGENT

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JUST A LITTLE BIT BETTER"



The Breakfast Foods of General Foods



your mouth feels good again  
...when it's **Lavoris-clean!**

Good-tasting Lavoris  
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HARVARD LIBRARY CONTINUED

## PLANNING AHEAD 100 YEARS

Behind the Harvard Library's facade of unhurried erudition lies a \$3 million-a-year enterprise as complex as a sizable business operation. If the library were suddenly to stop buying books, it would soon become useless for serious research in many fields. Therefore the library's 473-man staff, under Librarian Paul Buck, is forever on the jump, adding the latest publications and searching for old works to fill out the gaps of the past. In this enormous task it is helped by the faculty who advise on what is needed in their special fields. Professors traveling abroad keep a sharp lookout for sought-after volumes. Agents in every country keep poking around the world's book marts to unearth choice items. Under recent arrangements with the Russians, the library is getting some valuable out-of-print Russian books from Soviet libraries in exchange for some duplicates from its own collection.

Many books come in as gifts, and Harvard assiduously cultivates alumni bibliophiles who might be persuaded to bequeath their private collections to Harvard. The alumni are usually happy to oblige because they know that in the Harvard Library their books will be used, instead of left to languish in sealed cases.

Once a book is bought, it often costs more than they paid for it just to get it on the shelf. Classifying and cataloguing books can be tricky and complicated. Two thirds of the publications Harvard gets are in foreign languages. If one is written in French or German, it presents no problem, since most of the library's staff know both these languages. But if it happens to be in Finnish or Malay, it has to be scanned by one of the library's foreign language specialists. If an Egyptian tract on Middle Eastern economics has a chapter on social patterns in the Upper Nile Valley, it may be valuable material for sociologists as well as economists, and the catalogue must duly reflect the fact. Finally the book must be put in its proper place in the stacks. A book misplaced on Widener's 50 miles of shelves can stay lost for months.

As the mass of recorded knowledge piles up, Harvard's libraries are finding it harder to decide what to buy. If they wished and could afford to buy a copy of every book and pamphlet printed each year all over the world, the library's intake of new materials alone would swell twentyfold. They are therefore limiting themselves to books which they know are needed for research right now and others which, in their estimate, will be valuable to scholars of the future.

There are already thousands of items in the library which are seldom consulted, like the 316-volume edition of the Tibetan Buddhist Canons, 4,000 original drawings by Edward Lear, a double stack filled with 18th Century American newspapers, or more than a million old theater playbills. Thousands of volumes have not been opened in a hundred years. Yet all of them, Harvard's librarians feel, justify their presence at the one crucial instant when they become indispensable for a scholar's research. Today the Harvard Library is snapping up copies of inflammatory segregationist pamphlets as fast as they come off the presses. They may have scant value now. But in the long view of Harvard, they will be pure gold for historians a hundred years hence who want to write about the crisis of the 1950s.



TOP LIBRARIANS, Paul Buck (right) and Associate Librarian Douglas W. Bryant, use atlas to plot Bryant's next bookhunting trip to Europe.



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Monday-morning freshness, every day—in your Triple-Filtering Hamilton washer, with 5 separate rinses. Wash-and-wear school clothes look fresh and new as the day you bought 'em when they're washed—*so easily*—in a Hamilton. Why? Because Hamilton filters out color-dulling lint at *every* level in the washtub, and 5 separate rinses keep special fabric finishes bright and clear. Honest—it's wash-and-wear wonderful!

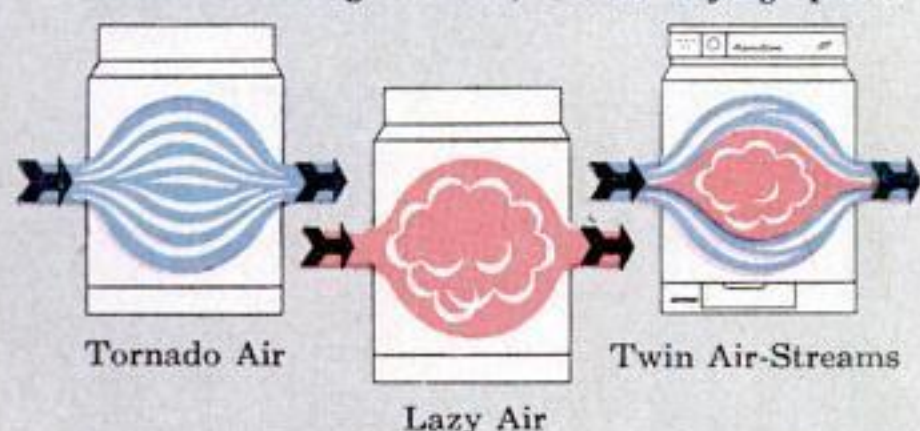


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...laundry equipment with the woman's touch

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**Versatile . . .** even lets you do cord-  
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can whip up things for the family and  
your home right away.



**Buy it portable** if space is your prob-  
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**Variety of cabinets** for the Young-  
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. . . some double as desks . . . dressing  
tables. Attractively priced, too.

Portable Model  
**\$ 119<sup>50</sup>**

**\$12<sup>00</sup>** delivers it to your home.  
Balance as little as **\$12<sup>5</sup>** a week  
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Sewing Course. See it. Sew on it. The machine designed  
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**SINGER** offers a machine for every purse and **\$69<sup>50</sup>**  
purpose. See the new **SPARTAN\*** Portable only

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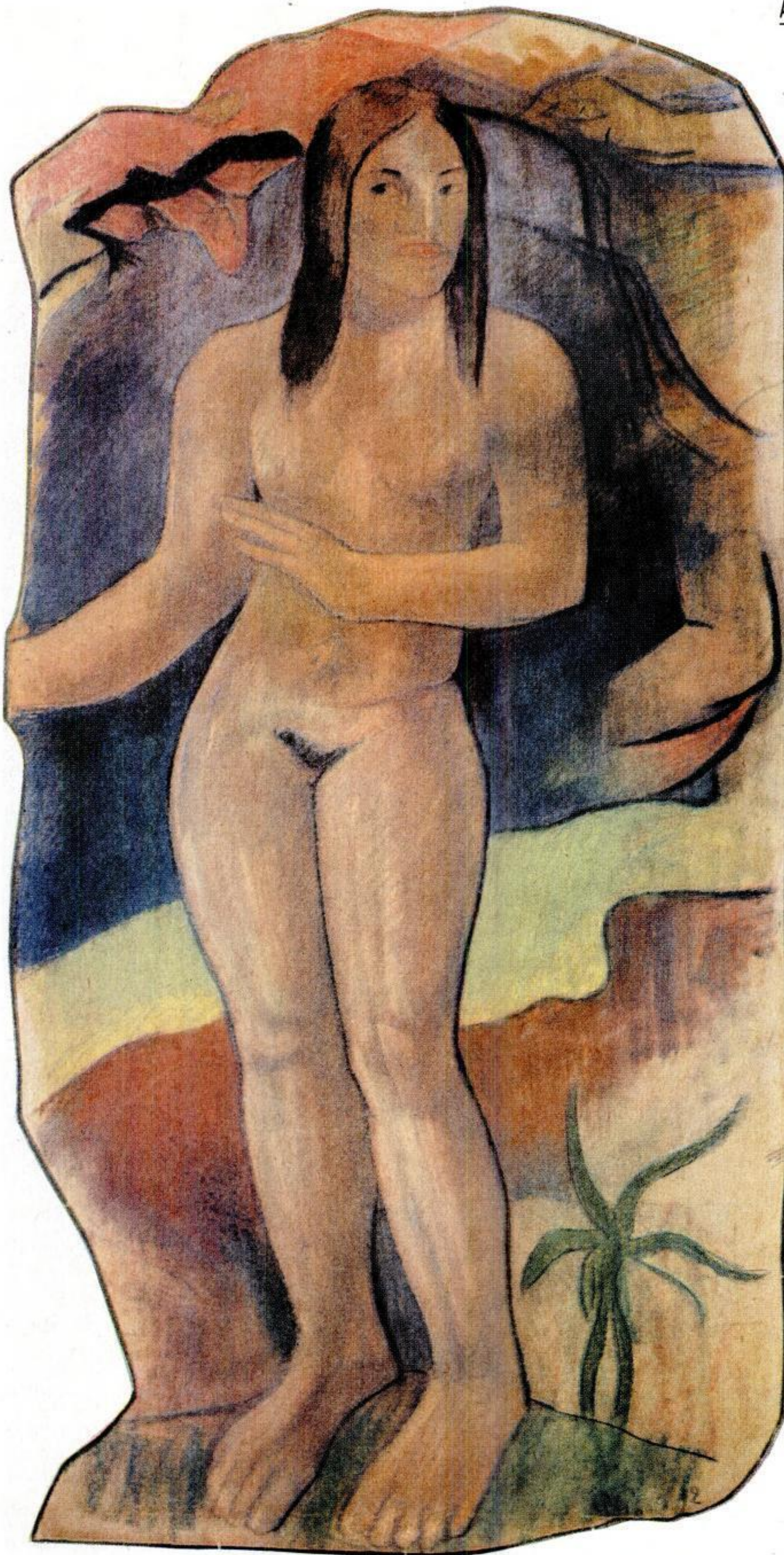
\* Also headquarters for SINGER\* Vacuum Cleaners

Listed in your phone book under SINGER SEWING MACHINE CO.

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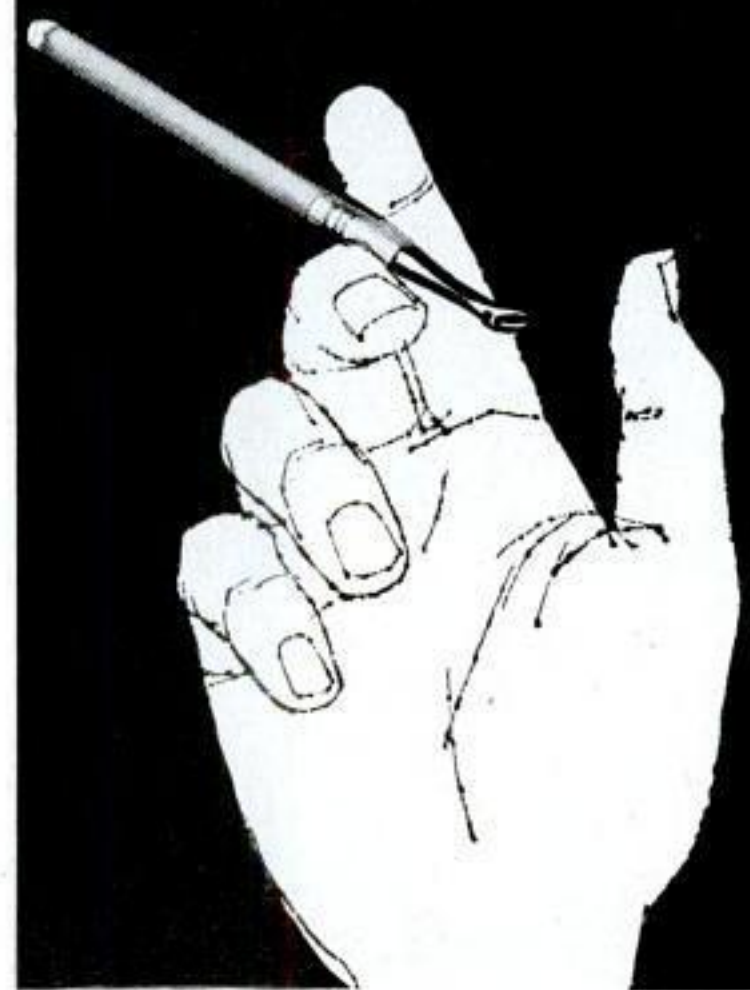


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for the man  
who smokes  
for pleasure



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BLENDED WITH FINE HAVANA

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Humidor pack  
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**DOUBLE MASTERWORK**  
CONTINUED



*"How I use  
**Murine to  
soothe  
my eyes  
and  
so relax  
tension"***

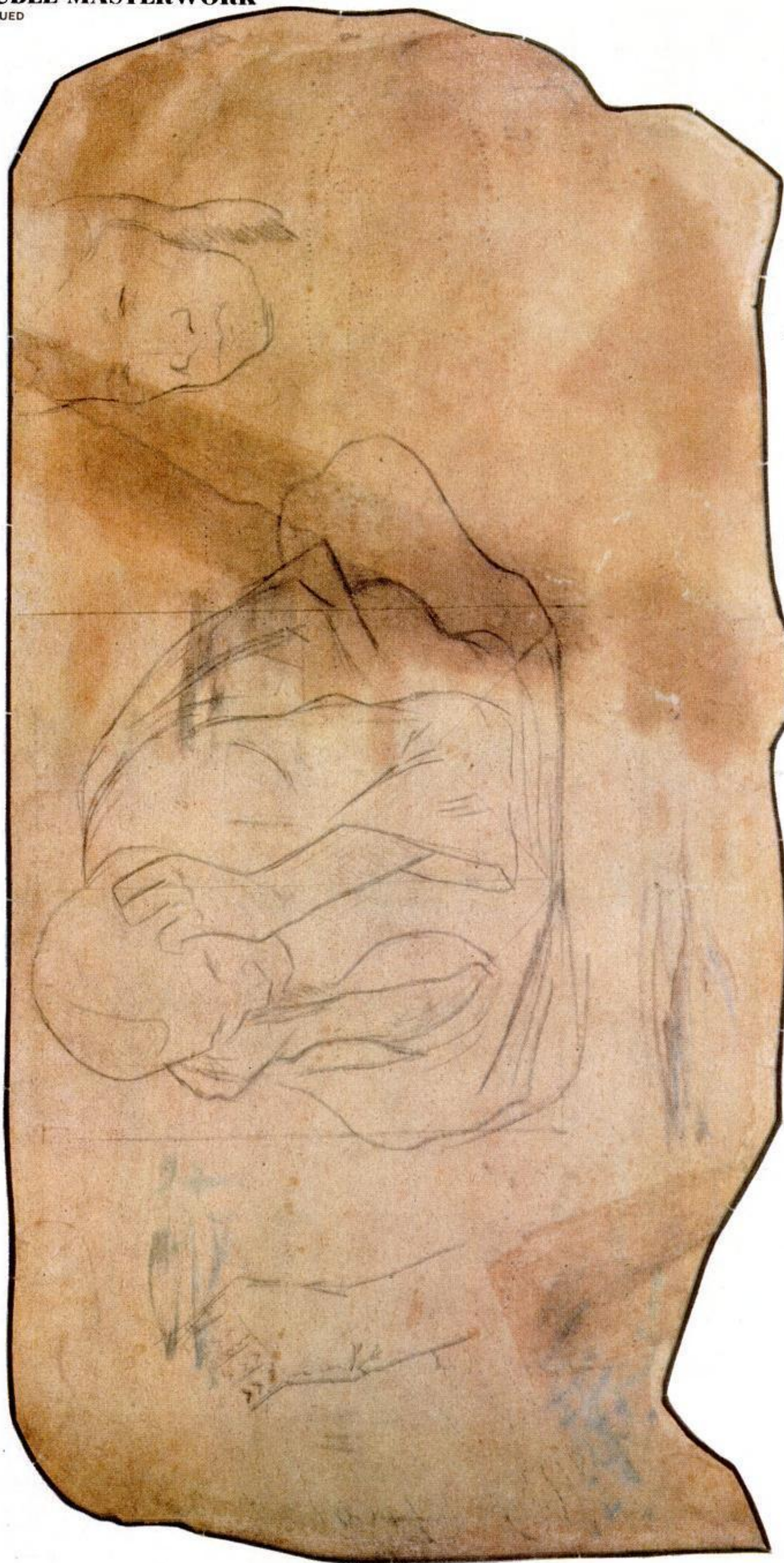
**CANDY JONES**

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Girl Course, Inc., New York City.*

"I've discovered this refreshing idea to help me during a busy day," says Candy Jones. "I rest my eyes with Murine. Just two drops of Murine in each eye soothes and comforts and helps relax tension." Use Murine to refresh your eyes anytime they have that tired feeling from close work, dust or glare. Murine cleanses gently as it soothes and comforts. Makes your eyes feel so good.

**MURINE**  
**FOR YOUR**  
**EYES\***

The Murine Co., Inc.  
Chicago, U.S.A.  
\*Trademarks Reg.  
U.S. Pat. Off.




**FORGOTTEN SKETCHES ON OTHER SIDE OF PASTEL**

In 1953 John Cowles, newspaper publisher of Minneapolis, bought a pastel of a nude Tahitian girl made in 1892 by the French master, Paul Gauguin. The pastel, reproduced on the previous page, had been done on a thin sheet of paper, later mounted on cardboard. Recently, the cardboard began to warp

and the pastel was sent to be remounted. When the cardboard was removed, a wonderful discovery was made—sketches of an old woman made by Gauguin on the back of the pastel. These drawings, shown above, provide Mr. Cowles with a two-in-one treasure and boost the paper's value from \$60,000 to \$75,000.





...and her heart  
stood still

*Sound to satisfy the sensitive ear*

Motorola Stereo High Fidelity...with electronically matched and balanced components that let you hear every last note that's on the record...*exactly as recorded*. 40 watts of power (20 for each channel) drive 6 Golden Voice\* Speakers, give you superb stereo high fidelity reproduction...at concert-hall volume, or quiet library whisper. A 4-speed Automatic Changer plays every record you now own, as well as the new Stereo records. And Motorola's *single* Balance Control equalizes sound levels in both sets of speakers for perfect stereo effect. More to enjoy with Motorola, America's No. 1 best-selling Stereo Hi-Fi.



Beautiful, bow-front, single-unit console. Model SK13. Finishes: Mahogany, Blond Oak, California Mahogany.

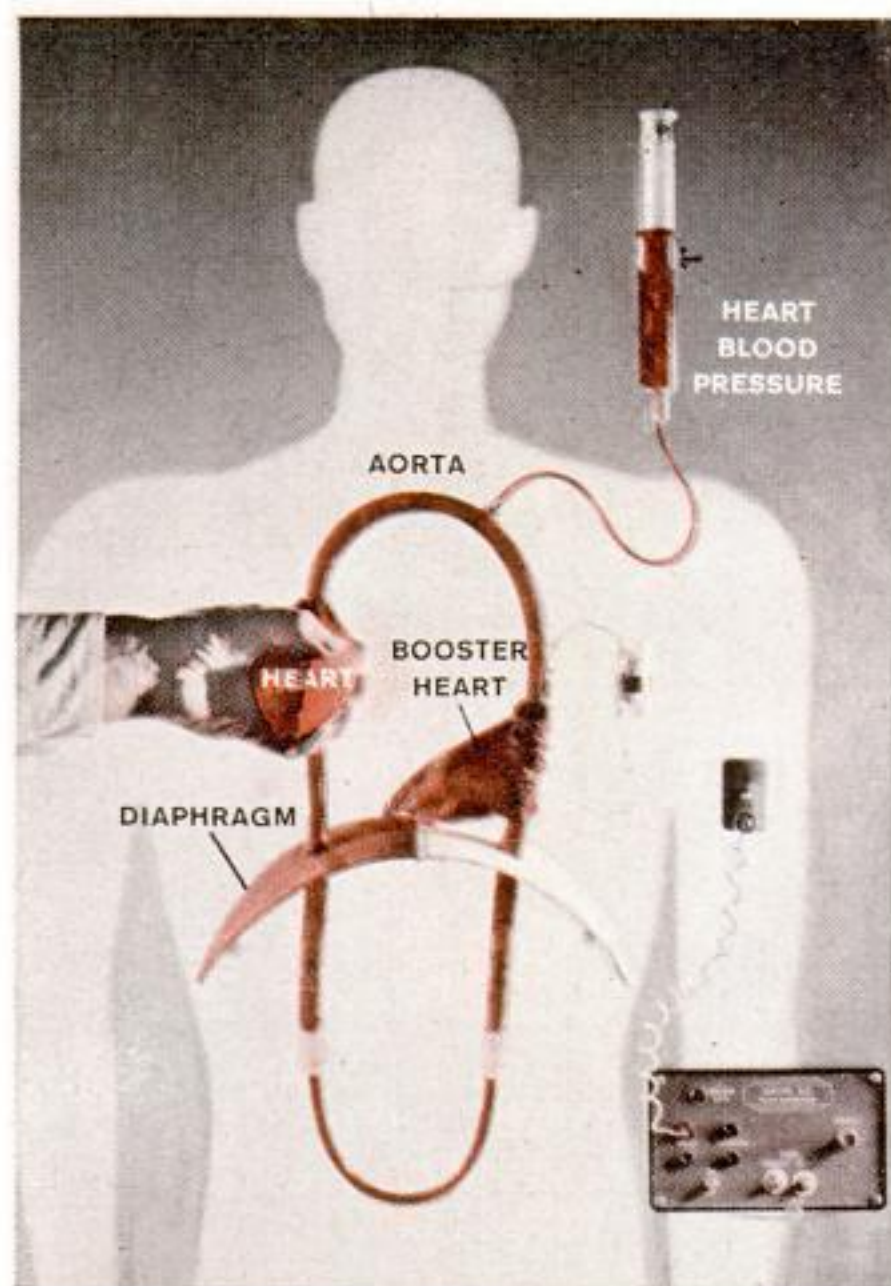
More  **MOTOROLA**<sup>®</sup> Stereo Hi-Fi  
to enjoy

\*TRADEMARK OF MOTOROLA, INC. SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.

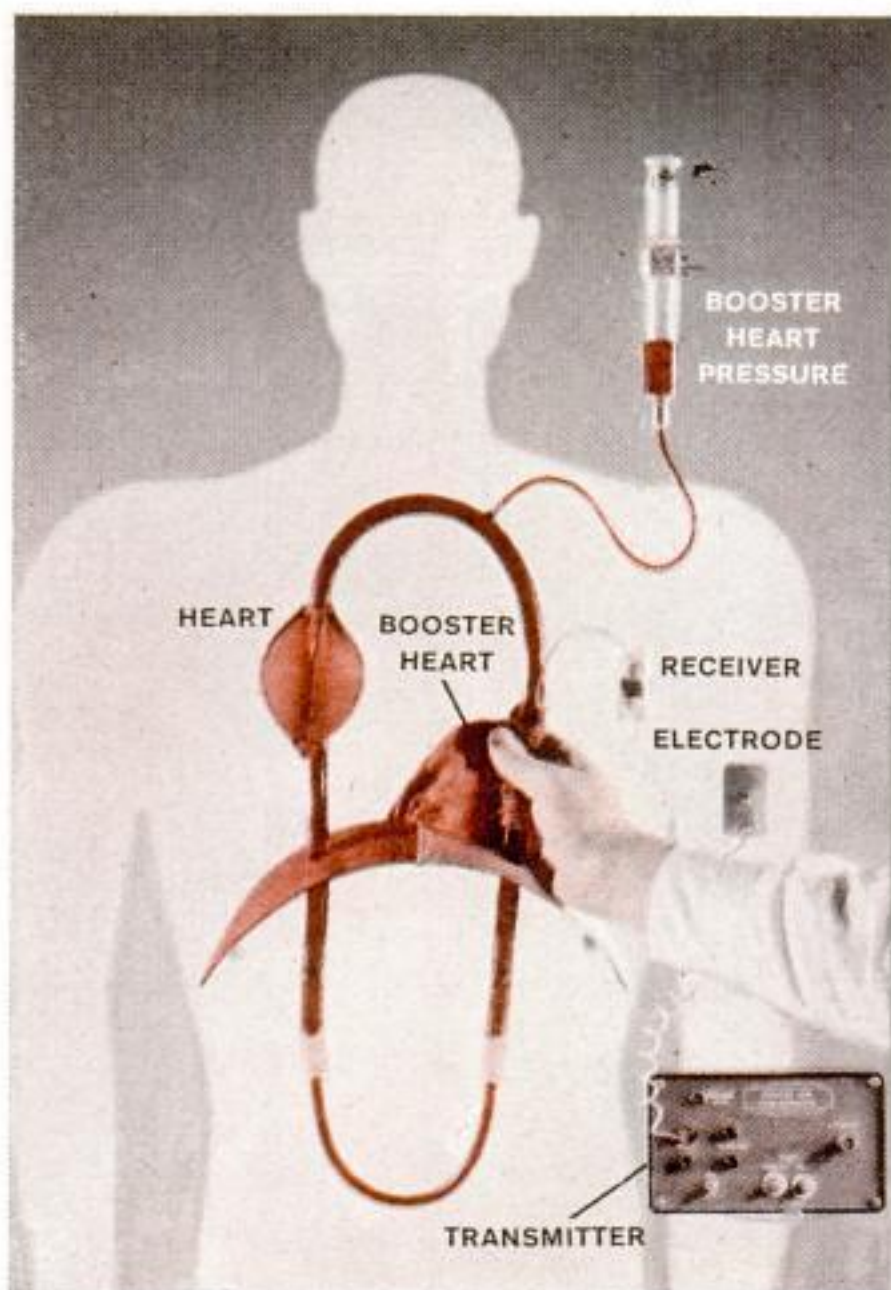
World's Largest Exclusive Electronics Manufacturer

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**NORMAL HEART'S ACTION**, symbolized by hand squeezing bulb in picture-diagram, is to maintain blood pressure (shown by blood in syringe, upper right) by contracting during its beat and thus pumping blood through aorta to body. Real heart actually would lie in front of booster on body's left side.



**BOOSTER HEART'S JOB** is to take over 25% of blood-pumping task (shown by syringe pressure). Arm electrode detects real heart's beat, sends it to radio transmitter which relays it to receiver in body. Receiver sends signal to booster, which squeezes blood through aorta in rhythm with the real heart.



DR. KANTROWITZ ADJUSTS TRANSMITTER ON A DOG THAT HAS LIVED WITH BOOSTER HEART SINCE JULY

# TRIAL OF A BOOSTER HEART

In laboratories at New York's Maimonides Hospital four healthy dogs have lived contentedly with tiny radio receivers imbedded deep inside their chests. They have been testing an auxiliary heart, the first ever made from living flesh, which can take over part of a weakened heart's blood-pumping job. The booster heart, developed by Drs. Adrian Kantrowitz and William McKinnon, is made by lifting up half of the diaphragm muscle and wrapping it around the aorta, the body's main artery. Inside the chest a small radio receiver, part of an electronic system that detects and transmits the actual heart's beat, picks up the heart's rhythm and

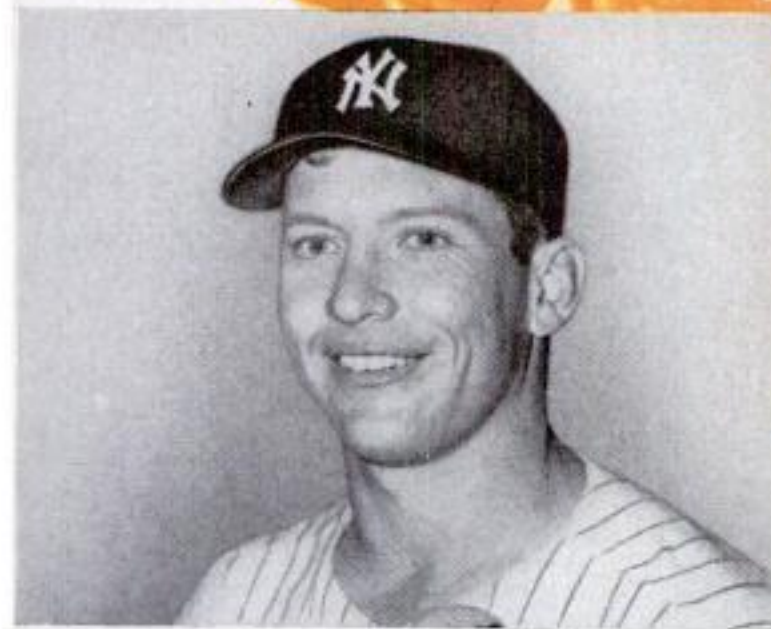
sends it by electric signals down a nerve to the diaphragm flap, making it squeeze the aorta rhythmically. This action, like a heartbeat, pumps the blood. The diaphragm is mended by a sheet of Dacron cloth so that its normal role as an aid in breathing is not appreciably impaired.

After lengthy dog tests, the booster, with pocket-size radio transmitter, will be tried on some of the 500,000 Americans whose hearts have been damaged by coronaries or hypertension. A method must first be perfected to keep the receiver from picking up wrong signals. One dog's receiver tuned in on radio music and his booster heart briefly beat in jazztime.

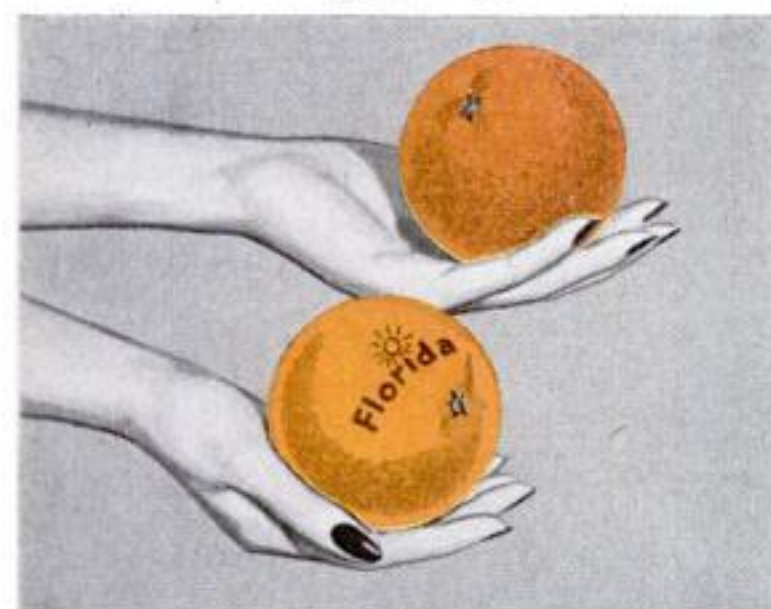


# POWERHOUSE

## of Vitamin C



Mickey Mantle, N. Y. Yankees' batting star, says: "A coach first told me I needed Vitamin C every day. He stressed the importance of *natural* Vitamin C in Florida orange juice. I count on its energy pickup, too."



You can "heft" the difference in oranges! Floridas give you so much more juice—and that means more Vitamin C. You get more flavor, too. So much more for your money in every way.

© FLORIDA CITRUS COMMISSION, LAKE LAND, FLORIDA, 1959

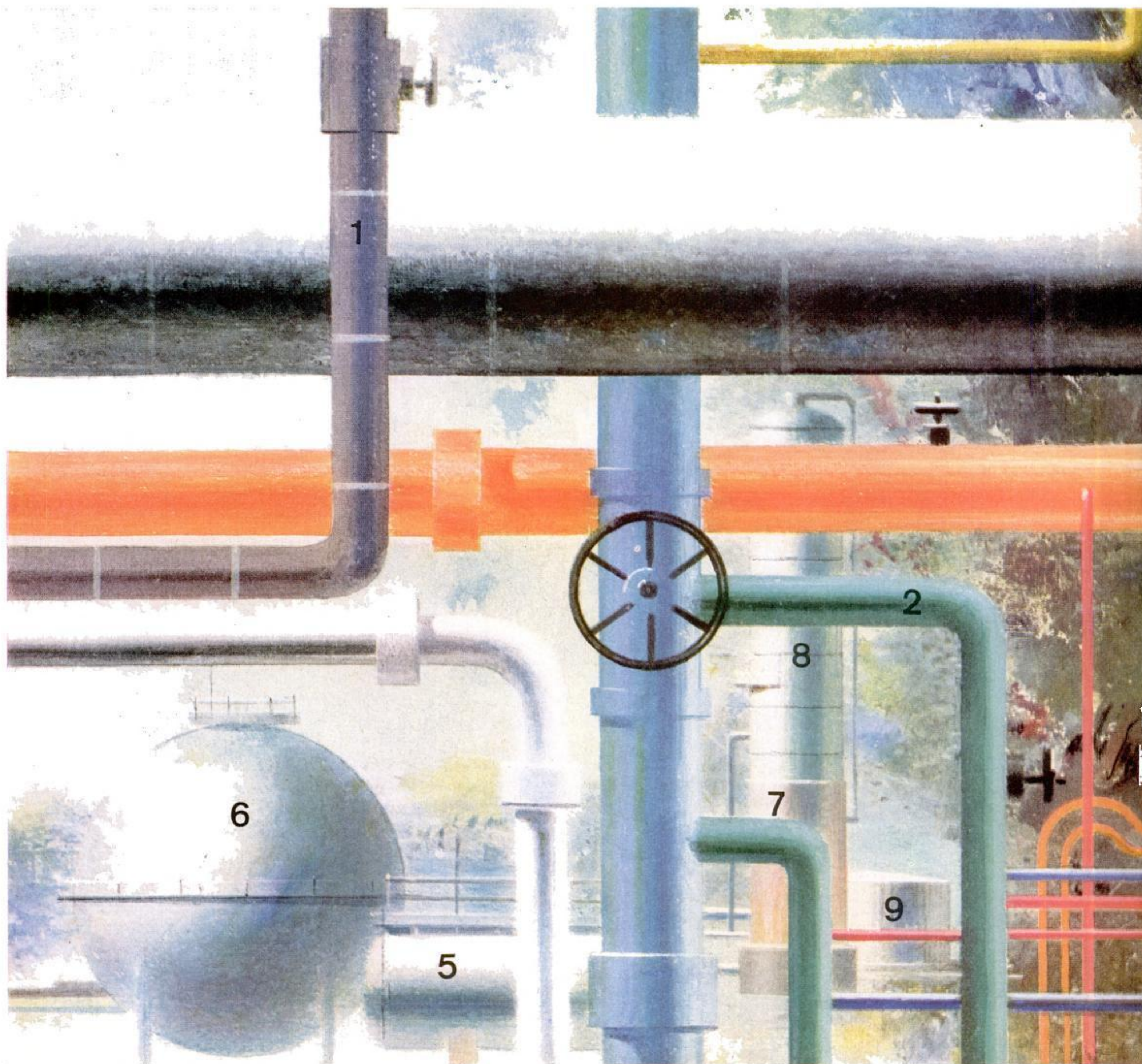
### Your body can't store it—you need it every day

Build up resistance to disease—promote growth—help form strong bones and teeth with wonderful tasting oranges and orange juice from Florida. Florida oranges are a *Powerhouse* of Vitamin C, so essential to good health. What's more, they give you *natural* Vitamin C, better for you because it's balanced with *other* important health benefits. Children, grownups, everyone needs at least one Florida orange or a big glass of juice every day—for a *Powerhouse* of Vitamin C.

# FRESH

# ORANGES from Florida





**FROM SUB-ZERO TO RED HOT TEMPERATURES**, engineers depend upon Fiberglas Industrial Insulations to maintain the precise temperatures required by power and process industries. In this representative illustration: **1 Refrigerant Lines** are insulated with Fiberglas Low Temperature Insulation, keeping temperatures as low as 120 degrees below zero. **2 Piping Of All Kinds** is

insulated with Premolded Fiberglas Pipe Insulations designed for a range of service temperatures and conditions up to 400 degrees. **3 Giant Pipe** is covered by Kaylo\* Pipe Insulation. Kaylo is hydrous calcium silicate, a heat-resistant insulating material for all kinds of heated piping with temperatures as high as 1200 degrees. **4 Men Apply Kaylo-20 Insulation**, a special form of calcium silicate,

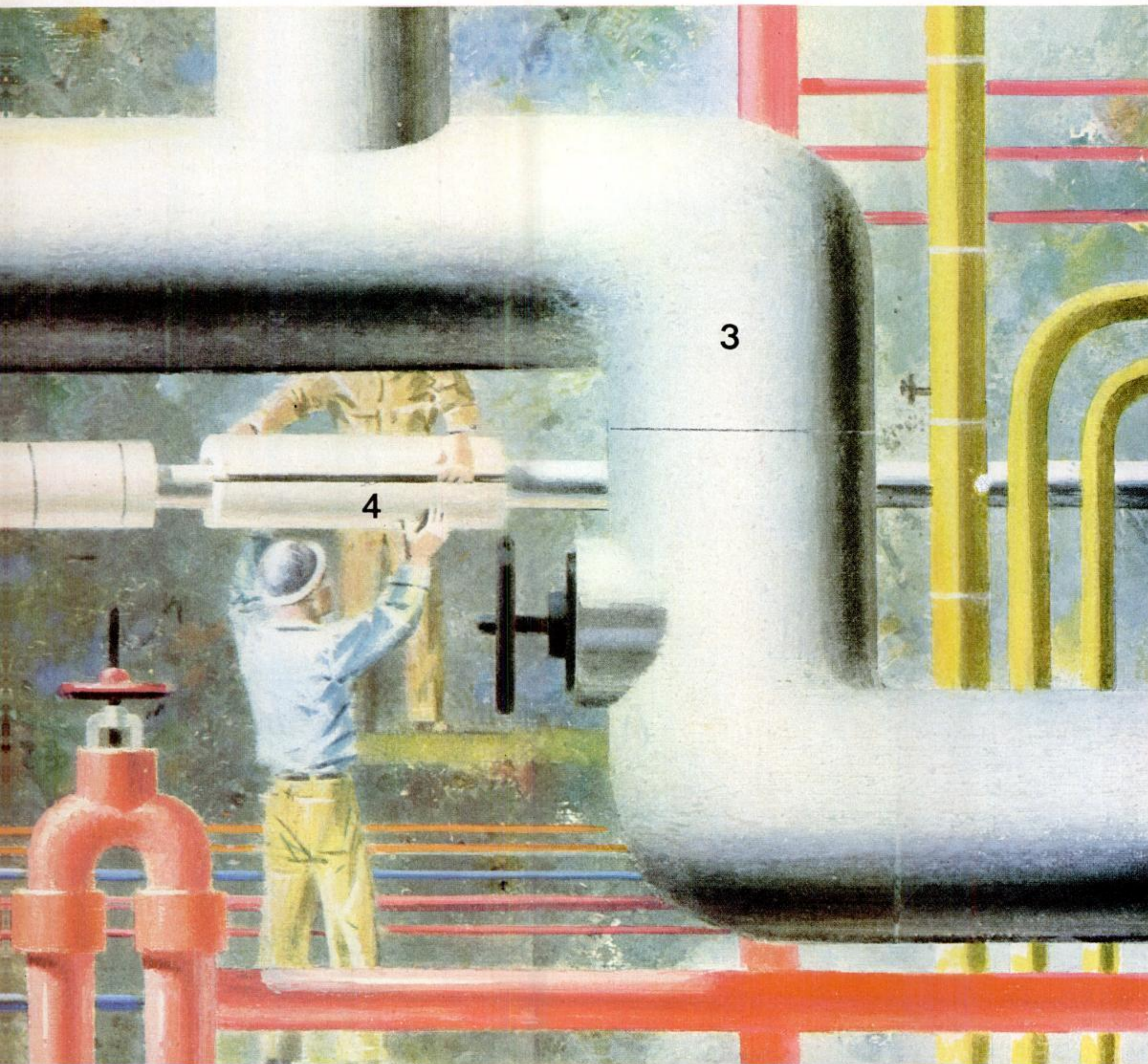
## HOW INDUSTRY SEES TO IT THAT **HOT STAYS HOT**



**BIG NEWS IN HOUSING, TOO —**  
wherever you see this sign.

*The super fuels, the wonder drugs, the new chemicals could not be produced efficiently if the precise temperatures necessary were not completely controlled and protected through modern, efficient insulations.*





developed to serve at operating temperatures above the range of ordinary Kaylo—up to 1800 degrees. **5** *Storage Tank* is insulated with Fiberglas Metal Mesh Blankets, a combination of fibrous glass wool and wire mesh or metal lath. **6** *Spherical Storage Tanks* hold cold liquefied gases under pressure and the low temperatures are maintained by Fiberglas Low Temperature Insulations. **7** *In*

*The Bottom Of A Distillation Column*, temperatures can soar to 1800 degrees. Kaylo-20 Block Insulation is used here for temperature control and fireproofing. **8** *Upper Portion Of Column* is covered with regular Kaylo Block Insulation. **9** *Hot Process Liquid Storage Tank* is insulated with efficient Fiberglas Insulating Boards to conserve heat and keep liquids thin for pumping in cold weather.

## AND COLD STAYS COLD

*These insulations are engineered by Owens-Corning Fiberglas, as are the Fiberglas\* products that insulate your home and appliances, your car and the place where you work. Above, are a few of the many forms of Fiberglas Insulations for industry.*

OWENS-CORNING  
**FIBERGLAS**

TM, REG. U.S. PAT. OFF.

\*T-M. (Reg. U.S. Pat. Off.) O-C. F. Corp.

Owens-Corning Fiberglas Corp., Dept. 10C-9, Toledo 1, Ohio





Only the Calvert Hand of Skill blends **A WHISKEY WITH**

**SO MUCH POWER TO PLEASE!**

Golden moment: the moment in which you leave the routine of the day and enter a warmer world, a world of zest and color. No other whiskey fits this mood like Calvert Reserve. It's blended to give you the full

strength you want in whiskey, the easy-going taste you've always hoped for. It's whiskey with genuine power to please. Taste Calvert . . . a world of pleasure.

**Calvert Reserve**  
clear heads agree it's better

BLENDED WHISKEY • FULL 86 PROOF • 65% GRAIN NEUTRAL SPIRITS • ©1959 CALVERT DIST. CO., N. Y. C.



## SPORTS

# Classic Champions

A sculptor watching world records crumble in indoor track this winter could be excused for dropping everything else and rushing excitedly for a chisel. The arm muscles of Private Don Bragg (*below*) and the lithesome legs of Collegian John Thomas (*next page*) evoke the statuary of the classical world. It was less by form than sheer power of his arms that Bragg set a pole vault record of 15 feet 9½ inches, and after the mighty leap he exploded with

pure joy, tossing sawdust into the air (*right*).

The thrust which enabled him to soar so high was carefully nurtured by lifting weights. As a kid in Penns Grove, N.J., Bragg built platforms in trees and swung from one to another by ropes. "It's very much like pole vaulting," he says. Bragg, 23, is now in an infantry company at Fort Dix, N.J. His burning ambition, next to being Olympic champion in 1960, is to play the role of Tarzan in the movies.



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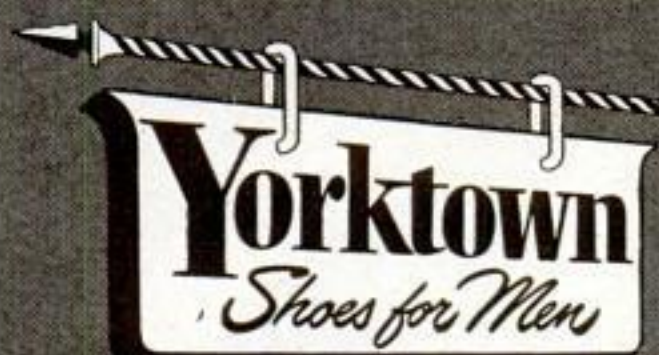


## KEYED TO AMERICAN TASTE

Today's best-dressed male feet wear shoes of 100% American style appeal... combining elegance with ease; quality with craftsmanship; flexibility with fit. Yorktown shoes are 1095-1495 slightly higher Denver west.



THREE GENERATIONS OF FINE SHOEMAKING



Manufactured by  
GARDINER SHOE CO., INC., GARDINER, MAINE  
also makers of Yorktown Shoes for Boys

For  
smoother riding  
and  
safer driving...



**REPLACE WORN SHOCKS  
EVERY 20,000 MILES!**

**Hercules**

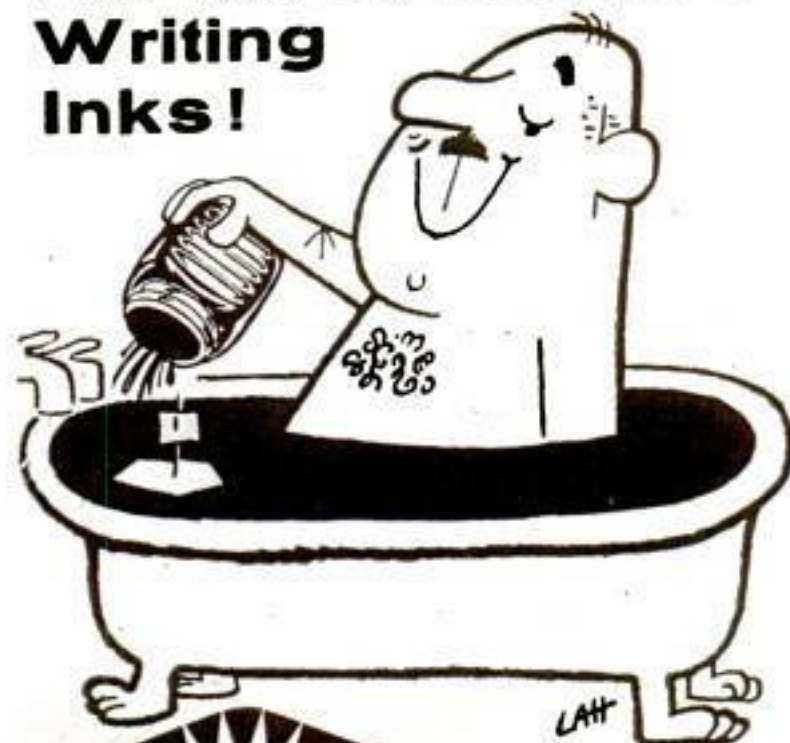
double-action  
shock absorbers

Sold at all leading  
chain stores



**HERCULES SHOCK ABSORBER CO.**  
Cleveland 15, Ohio

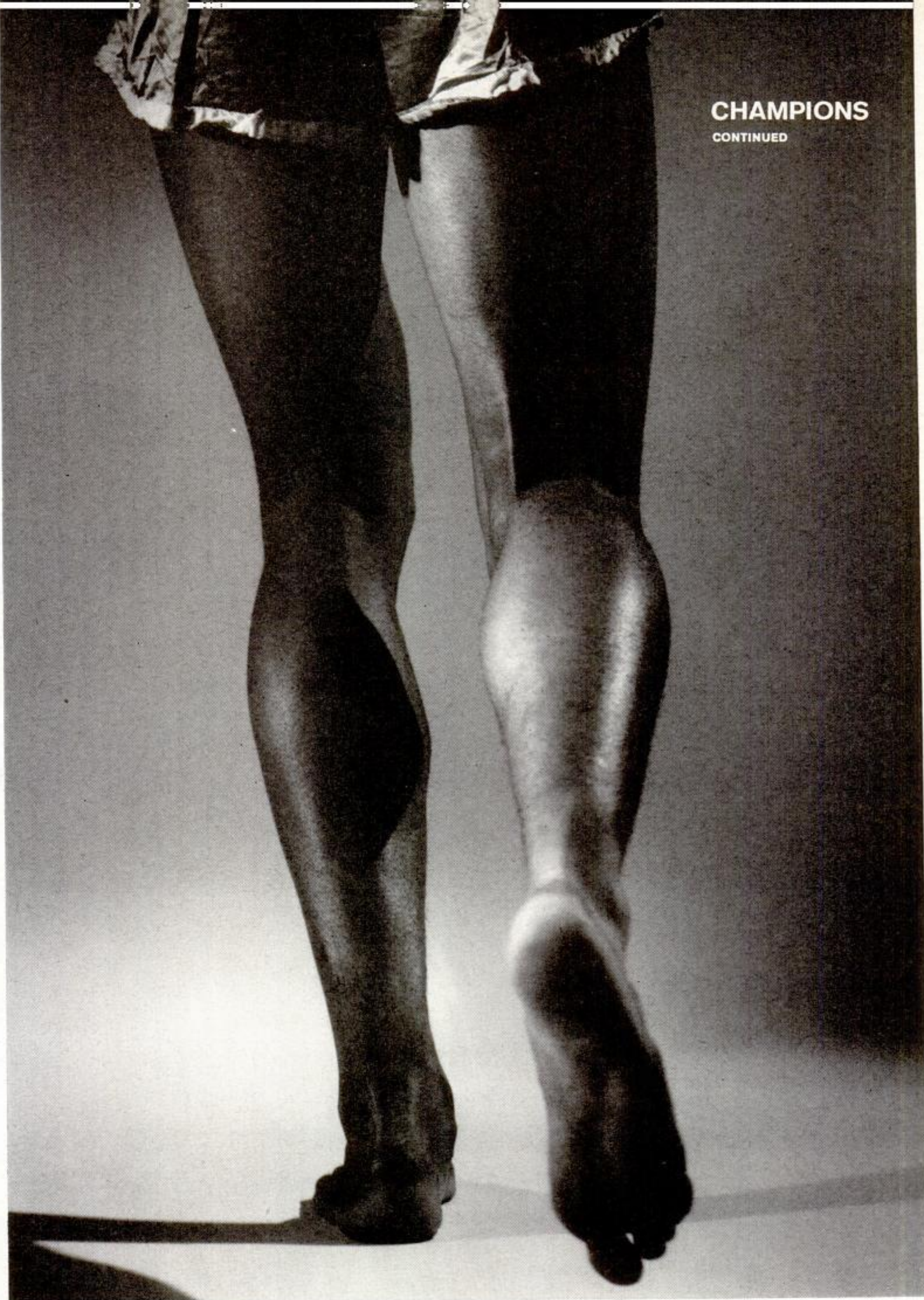
**I GO FOR CARTER'S  
Writing  
Inks!**



**CARTER'S**

©THE CARTER'S INK COMPANY, CAMBRIDGE 42, MASS.

**CHAMPIONS**  
CONTINUED



## LOFTY RECORD FOR LIMBER LEGS

The strength of 18-year-old John Thomas, whose recent high jump of 7 feet 1¼ inches shattered the world record, lies in his legs. They are long and limber, with no knots of muscles. But great perseverance has gone into making them the instruments they are. Thomas, a freshman at Boston

University, drills 10 hours a week, pushing up leg weights, hurdling, jumping. In competition the legs seem to operate almost independently of Thomas' will. "I don't remember anything until I'm over the bar," he says. When he broke the record he lay prone on the mat howling with triumph (*below*).

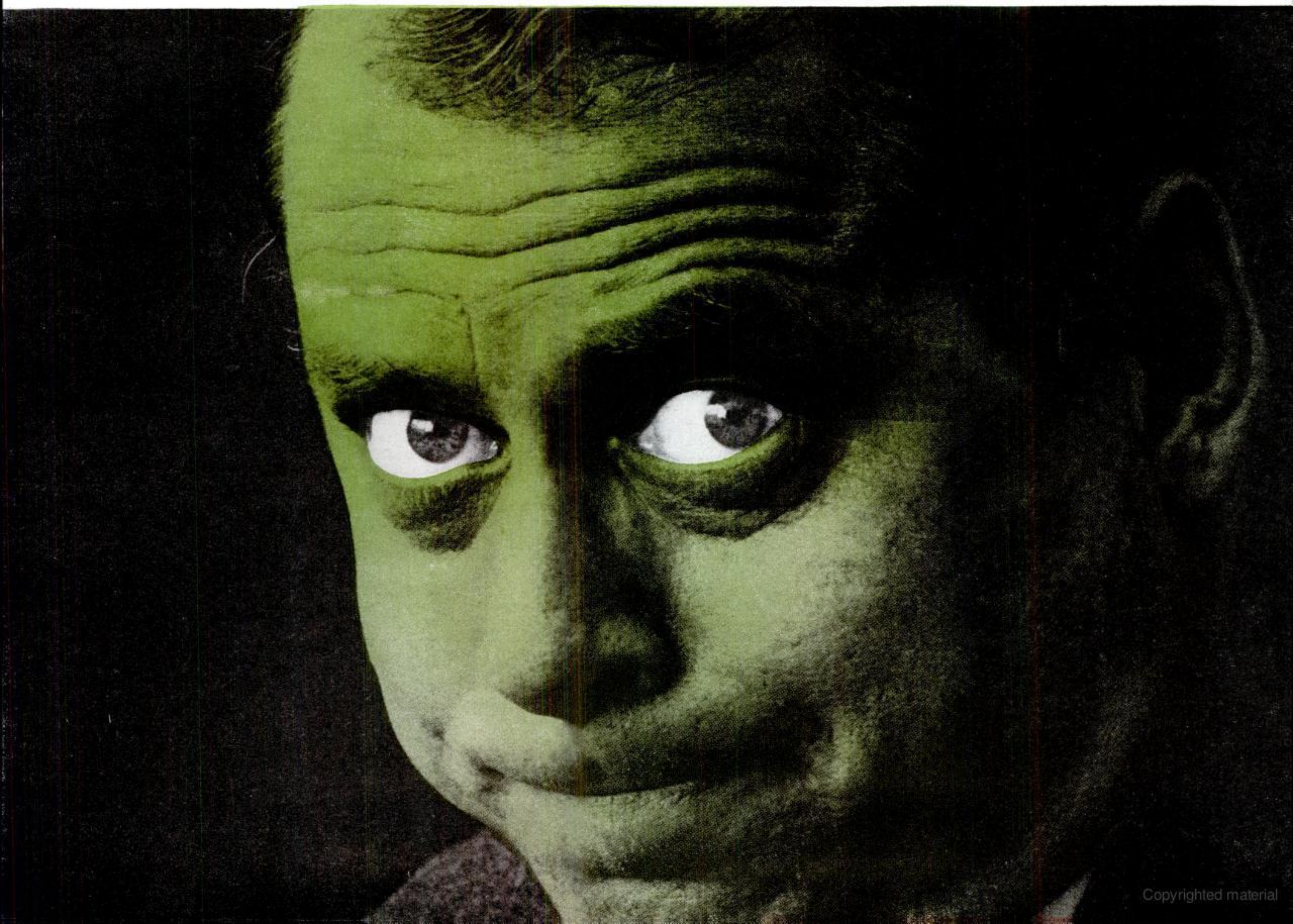




*if you consider yourself  
a careful driver...*

**YOU'LL  
TURN  
GREEN  
TOO**

*when you read the next 2 pages* ►





# STATE FARM

## \$12 TO \$125 A YEAR



In Pittsburgh, Pa., \$40

In Kansas City, Mo., \$64

Two actual case histories (No. 9540 and No. 10410, details on request) from our files. Check the possible savings State Farm offers careful drivers in your area in the amazing listing on these pages. If your community is not shown, contact your local State Farm agent. He'll figure your savings quickly.

### IF YOU'RE A CAREFUL DRIVER, THINK OVER THESE TWO FACTS:

1. All car insurance companies do *not* charge the same.
2. State Farm Mutual, The Careful Driver Company, charges far lower rates than most other companies.

State Farm Mutual is built on the idea that the careful driver deserves a break. That's why we aim to insure *only* careful drivers, not the reckless, irresponsible few who keep car insurance rates high. The proof that this idea works is right here on this page: car for car and state for state, State Farm members enjoy lower rates than many other people pay for their car insurance.

### SEE FOR YOURSELF

These figures represent the difference between annual renewal costs with State Farm Mutual . . . and the rates charged by most other companies. They are based on full coverage\* on a 1958 Ford Custom 300, V-8 4-door sedan. Look at the range of savings present State Farm policyholders enjoy in your state! And remember: these are typical renewal savings, in a few towns selected at random. In many areas, our policyholders save even more!

When you take out a State Farm Mutual coverage for the first time, you pay a membership fee. This covers initial costs, which most companies charge again and again as part of the premium. *With State Farm, you never have to pay a fee on this coverage again.* Once a State Farm member, you may enjoy the kind of savings shown here, year after year.

How much can you save with State Farm Mutual? It depends on where you live, the kind of car you drive, etc. Your nearby State Farm agent can tell you quickly. Contact him *today!*

\*Bodily Injury and Property Damage Liability (limits: \$10,000, \$20,000 and \$5,000); Medical Payments (limit: \$500); Comprehensive; and \$50 Deductible Collision Coverage. Pleasure use only, no male driver under 25.



*Compared to the rates charged by most other companies,*

IF YOU LIVE IN	SAVINGS† WITH STATE FARM	IF YOU LIVE IN	SAVINGS† WITH STATE FARM
<b>ALABAMA</b>		<b>GEORGIA</b>	
BIRMINGHAM	you may save \$37.00 to \$60.40	ATLANTA	\$32.00 to \$54.00
MOBILE	38.00 to 60.00	SAVANNAH	26.00 to 44.80
MONTGOMERY	47.00 to 69.00	VALDOSTA	41.00 to 61.00
<b>ARIZONA</b>		<b>IDAHO</b>	
PHOENIX	you may save 61.20 to 87.25	ENTIRE STATE	you may save 48.00 to 65.60
TUCSON	59.40 to 84.00	<b>ILLINOIS</b>	
REST OF STATE	53.00 to 73.00	CENTRALIA	you may save 26.60 to 45.00
<b>ARKANSAS</b>		CHICAGO	47.90 to 91.10
ENTIRE STATE	you may save 43.40 to 62.20	PEORIA	21.60 to 42.30
<b>CALIFORNIA</b>		<b>INDIANA</b>	
LOS ANGELES	you may save 52.20 to 91.40	EVANSVILLE	you may save 26.60 to 45.20
MERCED	48.00 to 73.80	INDIANAPOLIS	28.80 to 47.40
SACRAMENTO	45.80 to 72.80	VALPARAISO	26.80 to 44.40
<b>COLORADO</b>		<b>IOWA</b>	
COLORADO SPRINGS	you may save 51.60 to 63.80	CLINTON	you may save 28.00 to 44.40
DENVER	33.60 to 48.80	DES MOINES	38.00 to 57.60
GRAND JUNCTION	30.20 to 41.20	SIoux CITY	41.40 to 60.20
<b>DELAWARE</b>		<b>KANSAS</b>	
WILMINGTON	you may save 22.80 to 39.20	KANSAS CITY	you may save 42.40 to 68.00
REST OF STATE	38.20 to 52.40	TOPEKA	41.60 to 59.40
<b>FLORIDA</b>		WICHITA	40.80 to 58.40
JACKSONVILLE	you may save 21.40 to 43.60	<b>KENTUCKY</b>	
ORLANDO	29.40 to 49.60	ASHLAND	you may save 54.20 to 75.00
ST. PETERSBURG	19.20 to 34.80	LOUISVILLE	34.80 to 61.60
		PADUCAH	29.60 to 50.40



# MEMBERS SAVE ON CAR INSURANCE!

**STATE FARM MUTUAL**  
AUTOMOBILE INSURANCE COMPANY  
**WORLD'S LARGEST**



HOME OFFICE: BLOOMINGTON, ILLINOIS

**Can you qualify?** Yes, if you're an average careful driver. A good record can help you enjoy State Farm Mutual's low rates . . . plus the finest protection, and "Hometown Claim Service" wherever you drive. State Farm Mutual is the world's largest auto insurance company. Our coast-to-coast network of 9,000 full-time agents and claim representatives is the finest in the industry. Check the savings below, enjoyed by present State Farm policyholders in over 100 representative cities. In many other towns, savings are even greater.

How much can you save? Your friendly local State Farm Mutual agent can tell you quickly. Look under "State Farm Insurance" in the Yellow Pages.

## STATE FARM MEMBERS ENJOY THESE TYPICAL ANNUAL SAVINGS:

IF YOU LIVE IN	SAVINGS† WITH STATE FARM	IF YOU LIVE IN	SAVINGS† WITH STATE FARM	IF YOU LIVE IN	SAVINGS† WITH STATE FARM	IF YOU LIVE IN	SAVINGS† WITH STATE FARM
<b>LOUISIANA</b>	you may save	<b>NEBRASKA</b>	you may save	<b>OKLAHOMA</b>	you may save	<b>UTAH</b>	you may save
BATON ROUGE	\$27.30 to \$31.00	LINCOLN	\$45.20 to \$67.40	ENID	\$20.50	OGDEN	\$51.40 to \$69.00
NATCHITOCHES	30.50 to 34.10	OMAHA	54.20 to 78.60	OKLAHOMA CITY	23.40 to 33.90	SALT LAKE CITY	31.00 to 48.40
NEW ORLEANS	26.70 to 29.40	GRAND ISLAND	38.80 to 49.80	TULSA	36.00 to 45.50	PROVO	53.20 to 70.80
<b>MARYLAND</b>	you may save	<b>NEVADA</b>	you may save	<b>OREGON</b>	you may save	<b>VIRGINIA</b>	you may save
BALTIMORE	52.00 to 91.20	ENTIRE STATE	62.40 to 88.00	KLAMATH FALLS	27.40 to 50.80	CHARLOTTESVILLE	26.10 to 27.50
HAGERSTOWN	44.20 to 67.60	<b>NEW JERSEY</b>	you may save	PORTLAND	40.60 to 80.20	NORFOLK	28.60 to 29.70
SALISBURY	45.40 to 68.80	ATLANTIC CITY	18.00 to 56.60	SALEM	27.40 to 50.80	RICHMOND	28.90 to 30.00
<b>MICHIGAN</b>	you may save	ELIZABETH	13.80 to 40.60	<b>PENNSYLVANIA</b>	you may save	<b>WASHINGTON</b>	you may save
DETROIT	20.60 to 39.00	TRENTON	13.20 to 38.80	ERIE	35.00 to 53.80	SEATTLE	42.80 to 81.80
GRAND RAPIDS	27.00 to 42.20	<b>NEW MEXICO</b>	you may save	JOHNSTOWN	37.60 to 59.80	SPOKANE	28.80 to 48.60
KALAMAZOO	25.60 to 43.00	ALBUQUERQUE	53.80 to 71.60	PHILADELPHIA	68.80 to 110.20	WALLA WALLA	30.00 to 48.80
<b>MINNESOTA</b>	you may save	REST OF STATE	48.60 to 65.20	<b>SOUTH CAROLINA</b>	you may save	<b>WEST VIRGINIA</b>	you may save
DULUTH	54.40 to 82.20	<b>NEW YORK</b>	you may save	CHARLESTON	28.00 to 65.00	HUNTINGTON	55.00 to 80.40
MINNEAPOLIS,	29.00 to 53.40	ALBANY	24.60 to 65.80	COLUMBIA	20.20 to 39.00	MORGANTOWN	76.20 to 99.40
ST. PAUL	31.00 to 55.40	BUFFALO	21.20 to 57.40	GREENVILLE	21.40 to 38.00	WHEELING	59.80 to 85.20
<b>MISSISSIPPI</b>	you may save	ELMIRA	22.20 to 52.80	<b>SOUTH DAKOTA</b>	you may save	<b>WISCONSIN</b>	you may save
JACKSON	20.60 to 42.00	<b>NORTH CAROLINA</b>	you may save	SIOUX FALLS	41.60 to 53.60	MADISON	23.40 to 46.80
PASCAGOULA	22.40 to 43.80	ENTIRE STATE	23.30 to 25.90	REST OF STATE	36.40 to 47.40	MILWAUKEE	29.20 to 61.80
TUPELO	16.60 to 38.00	<b>NORTH DAKOTA</b>	you may save	<b>TENNESSEE</b>	you may save	SUPERIOR	34.60 to 67.60
<b>MISSOURI</b>	you may save	FARGO	65.80 to 85.60	CHATTANOOGA	28.00 to 60.40	<b>WYOMING</b>	you may save
ST. JOSEPH	25.80 to 50.40	REST OF STATE	53.60 to 65.80	MEMPHIS	13.80 to 37.20	CASPER, CHEYENNE	55.80 to 69.00
ST. LOUIS	76.40 to 125.40	<b>OHIO</b>	you may save	NASHVILLE	13.20 to 40.00	REST OF STATE	49.20 to 60.20
SPRINGFIELD	46.40 to 79.20	CLEVELAND	43.40 to 77.80	<b>TEXAS</b>	** (see note)	<b>DIST. OF COLUMBIA</b>	you may save
<b>MONTANA</b>	you may save	COLUMBUS	27.60 to 55.40			ENTIRE DISTRICT	45.40 to 79.00
BILLINGS	61.60 to 80.40	AKRON	44.00 to 79.60				
BUTTE	57.40 to 76.20						
KALISPELL	57.00 to 72.60						

†Savings comparisons are based on rate information available January 15, 1959.

\*\*In Texas, savings have always been returned to eligible members in the form of dividends. These dividends have been paid for over 20 years. They have always been substantial.



**AMAZING NEW DISCOVERY**  
is made by doctors who looked inside a living  
person's stomach to determine why

# BAYER BRINGS FASTEST RELIEF

the fastest, most gentle to the stomach  
relief you can get from pain!

"I use it for  
**MORNING  
HEADACHE!**"



"I use it for  
pain and fever  
of **COLDS!**"

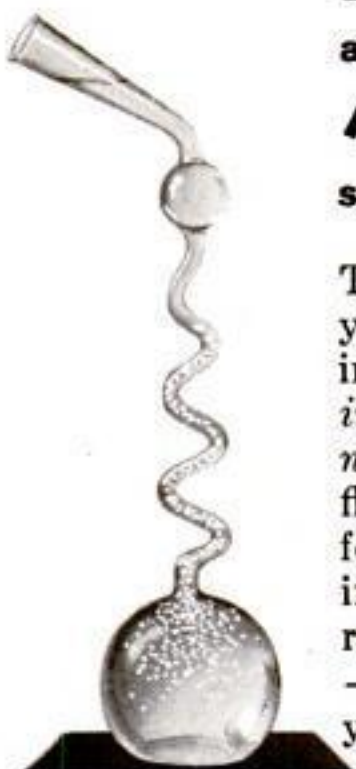


Doctors found Bayer Aspirin has  
astonishing action never before known...

## **INSTANT FLAKING ACTION**

so you get relief without delay

This medically designed beaker represents the area from your mouth to your stomach. It illustrates what doctors saw in a living person's stomach: that Bayer has an astonishing *instant flaking action*. A Bayer tablet enters the stomach—not whole—but in soft, tiny flakes. So, there's no waiting for relief until the tablet disintegrates. Bayer Aspirin is ready to go to work instantly—*without* delay—to make you feel better fast.



**IN A JUNGLE SETTING** Pier Angeli snuggles fawn that is Rima's constant companion as she grows up a wild, free, happy creature of the woodlands.

## FAWNS' FRIENDS

Rima, the heroine of William Henry Hudson's novel *Green Mansions*, was a bird-girl of the jungles who grew up in utter freedom, loved to play in tall grasses and stirred the heart of a gold-hunting intruder in the wilds. She has also stirred the heart of many young actresses who longed to play her on the screen. A few years ago Pier Angeli (*above*), then tentatively cast to play the role in a proposed movie, did Rima especially for *LIFE* (July 12, 1954), enacting an idyllic scene with a tame deer. Later the plan for the movie was shelved, still later revived again. But when Rima finally comes to the screens in M-G-M's *Green Mansions* next month it will not be Pier who plays her. It will be Audrey Hepburn (*below*). Before the movie is many minutes old Miss Hepburn plays the same tender scene with a fawn that Pier played.



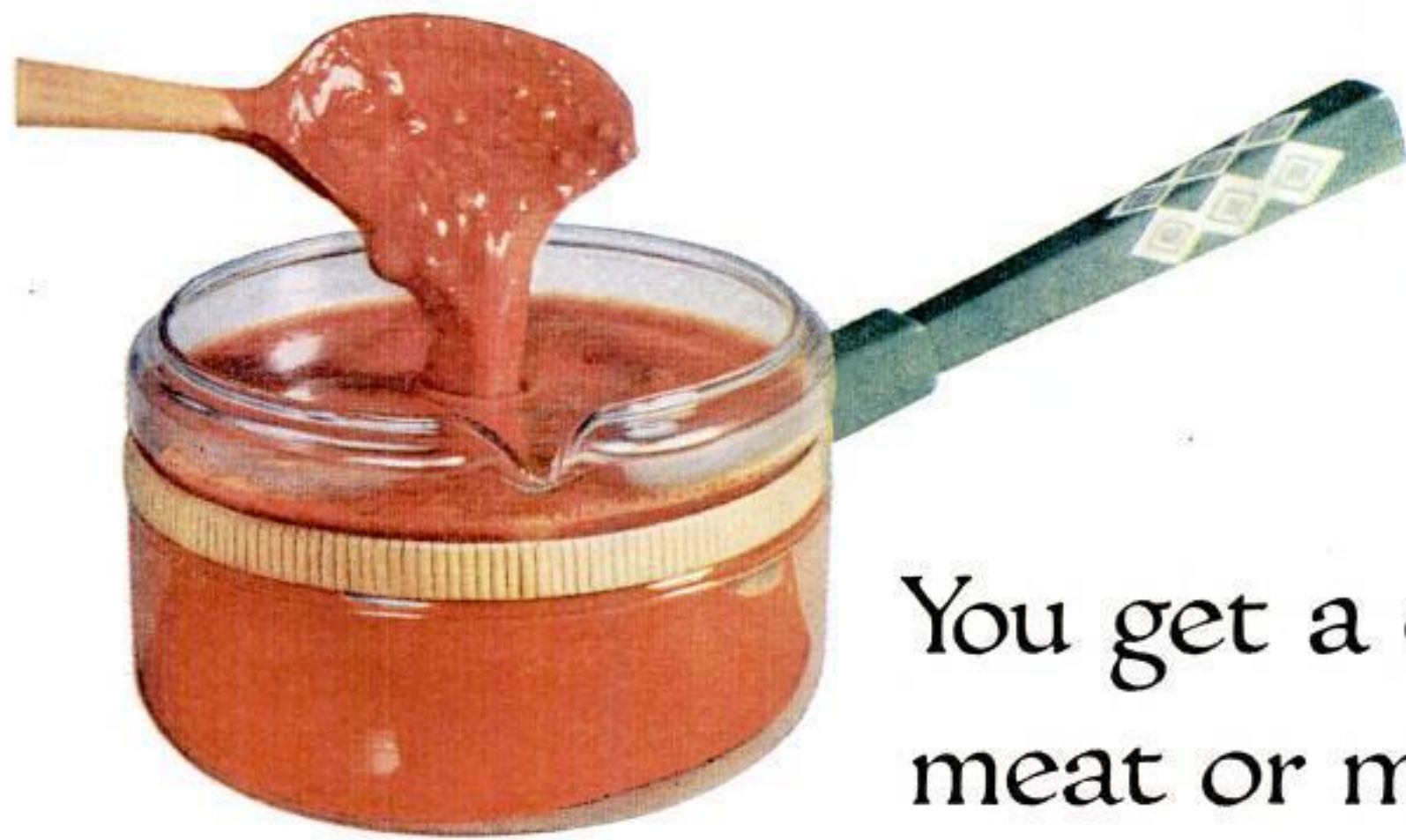
**IN ANOTHER JUNGLE** Audrey Hepburn has ear nibbled by fawn which was her pet during making of film. Later it was returned to an animal farm.



This is a **CHEF BOY-AR-DEE®** Spaghetti Dinner



It comes complete in this box.  
Nothing else to buy.



Also available  
in Canada.

You get a complete spaghetti sauce,  
meat or mushroom.

You get tender, quick-cooking  
spaghetti. And tangy grated  
cheese, a real Italian blend.

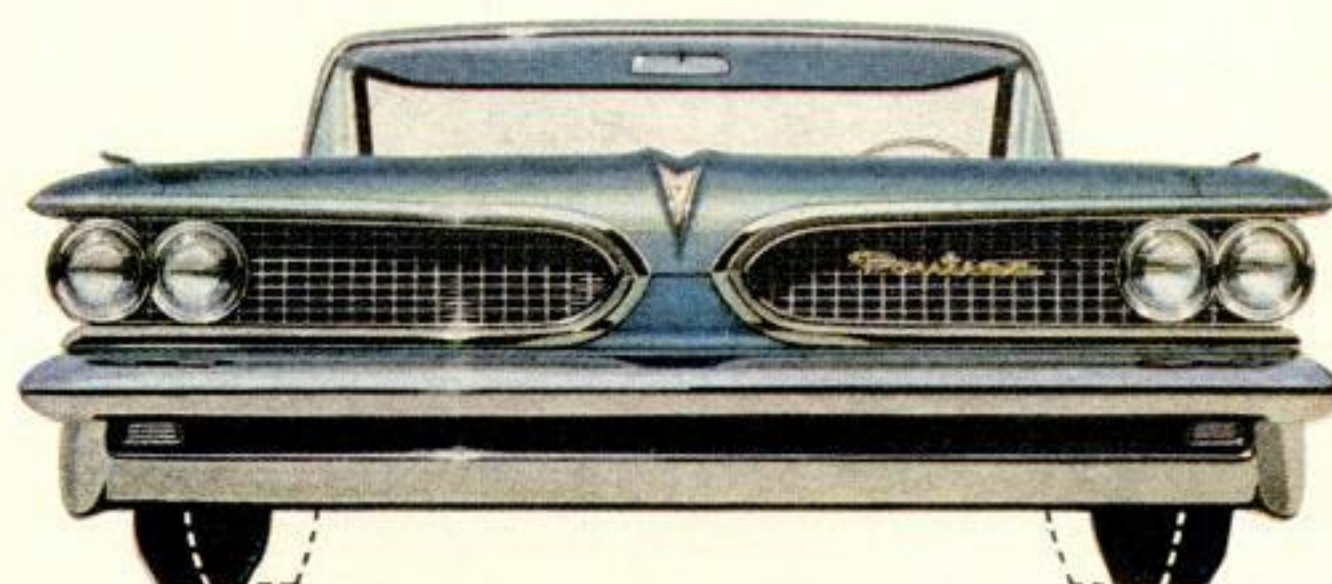


You get all this and rich, hearty  
Italian flavor, too, for just about 15¢ a  
serving. Why buy anything else?  
Enjoy complete Italian-style  
**CHEF BOY-AR-DEE** Spaghetti Dinners.





*You get the solid quality of Body by Fisher.*



**THE ONLY CAR WITH WIDE-TRACK WHEELS**

Wheels are 5 inches farther apart. This widens the stance, not the car. Lower center of gravity makes the car grip the road. Lean and sway disappear. You get safer cornering, easier handling, a steadier, balanced, smoother ride.



# PONTIAC NAMED CAR·OF·THE·YEAR

**“PONTIAC  
with wide-track wheels  
is the best combination of ride...  
handling...performance and  
styling of any '59 car”** —*The Editors of  
Motor Trend Magazine*



In making its annual award, the staff of Motor Trend Magazine, leading automotive publication, tests and evaluates all new cars. Here are quotations from the April 1959 issue:

**"Pontiac's stability is the outstanding advance of the year.** Everyone considering a new car should experience it."

**"It's the best balanced passenger car in America.** We firmly believe that in moving the wheels farther apart, to develop the widest stance of any American car, Pontiac has created an entirely new sense of balance and handling security."

**"Pontiac's lines are clean, simple and beautiful.** It has a fleet look, a trim appearance. The wide

wheel design contributes greatly to its over-all integrated styling. Any comparison with narrower track cars readily shows the difference."

**"For the economy-minded, an efficient new engine.** The new 420E Tempest economy engine offers remarkable performance along with exceptionally high mileage while operating on regular grade gasoline."

**"Pontiac is again tops in performance,** based on our extensive road testing. Acceleration is outstanding, yet the engine is unusually quiet and smooth."

Your nearest Pontiac dealer will be glad to let you road-test this award-winning automobile on your own.  
PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

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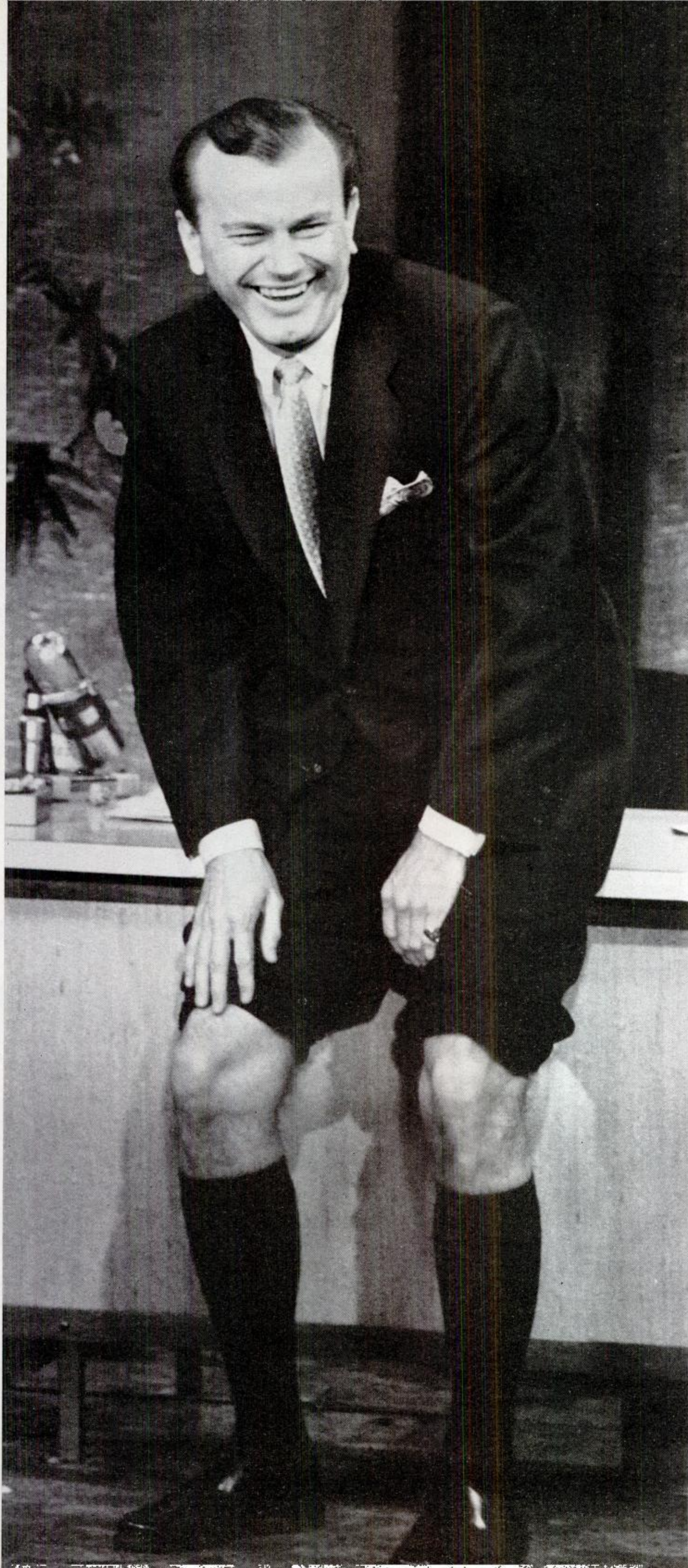


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# Late Night's Light of TV

## U.S. STAYS UP TO VIEW PAAR

After putting out the milk bottles and letting in the cat, the late-night custom across the country now is to tune in Jack Paar and hope for the best. Five nights a week, live or taped, for at least an hour around midnight, Paar's house party has changed the sleeping habits of his 35 million weekly viewers. It has also changed Paar's luck. After an unimpressive career record in guest spots and summer fill-ins, the 41-year-old comic has become NBC's most profitable property. His small-budget show (\$42,000 a week) gets top talent to come at low fees and is cluttered to capacity with sponsors.

At the peak of his appeal, Paar is also at a turning point. He now wants to work less so he can be at home more (*pp. 110, 111*). The U.S. and NBC may have to get along with less Paar at his present hour or perhaps with Jack only once a week on an early evening show. This would give Paar a chance to discover whether his is only a late-hour talent or whether he could also draw millions of people when they are wider awake. The precise nature of Paar's appeal perplexes many people (*pp. 112, 113*), including Jack himself. "There is something about my work," he says, "that leaves no impression."

**T**rying antique technique to lure a laugh from his audience, Jack Paar rolls up his pants to show his knees. "I do not have an enormous talent," he admits. "As comedians go I am not sensationally funny."

Photographed for LIFE  
by CORNELL CAPA





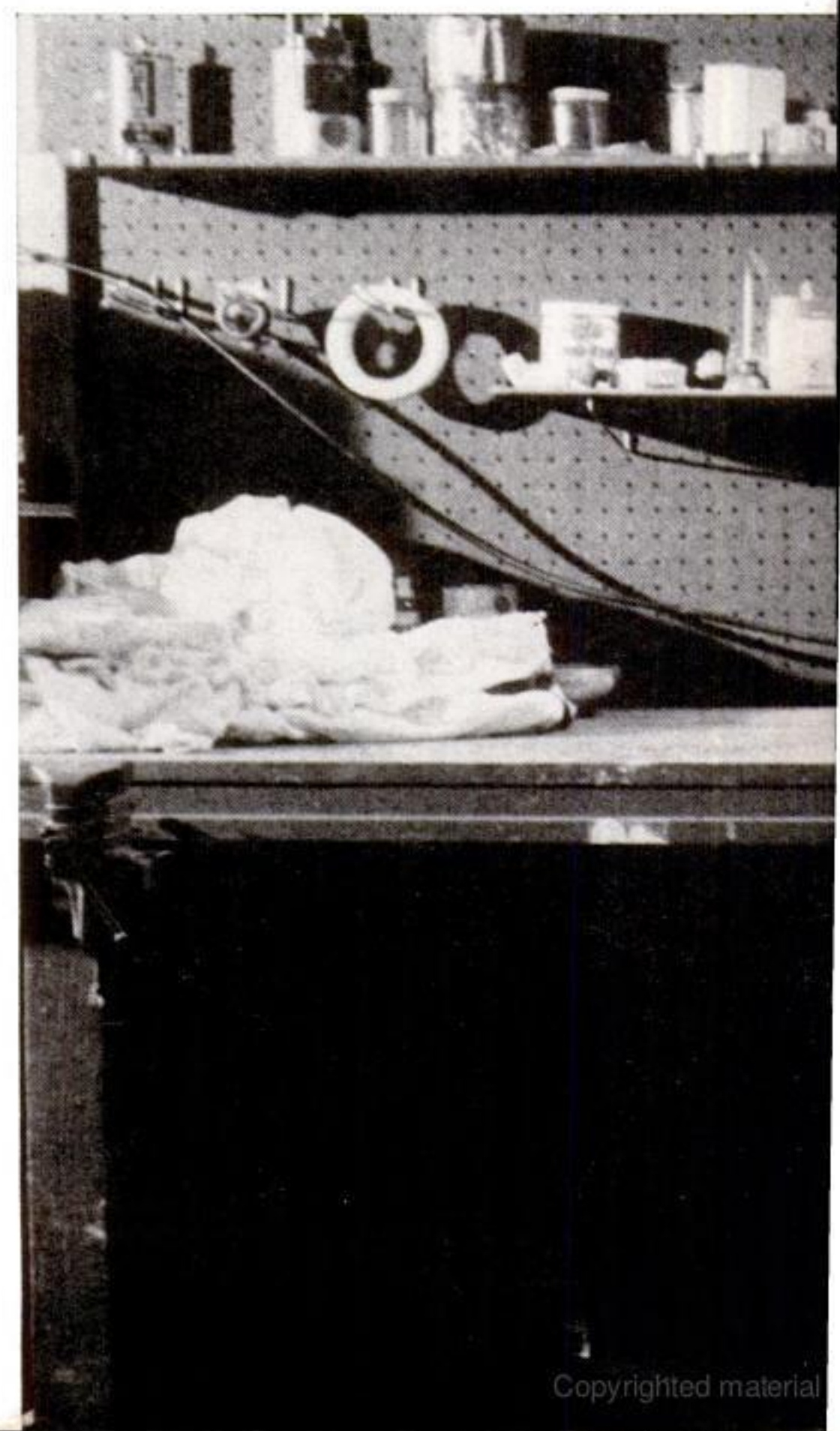
**A**t his home Paar's 4-year-old dachshund Schnapps makes singing noises in imitation of his master's voice. Dog manages to awaken Paar by pulling the blankets off his bed.

**A**t dinner with 10-year-old Randy, his only child, Paar beams as his wife Miriam serves the cake. "Papa doesn't want you to go into this business," Paar told Randy. "I'm in it because I didn't go to school."



**I**n his scented bath Paar reads TV gossip column's guess on his future. "I don't need big money," Paar says. "I'm not intimidated. I'm the last of the free souls on TV."

**I**n his garage workshop, do-it-yourself addict Paar assembles a transformer. When young, Paar spent seven months in bed with tuberculosis and acquired a facility for working with his hands.





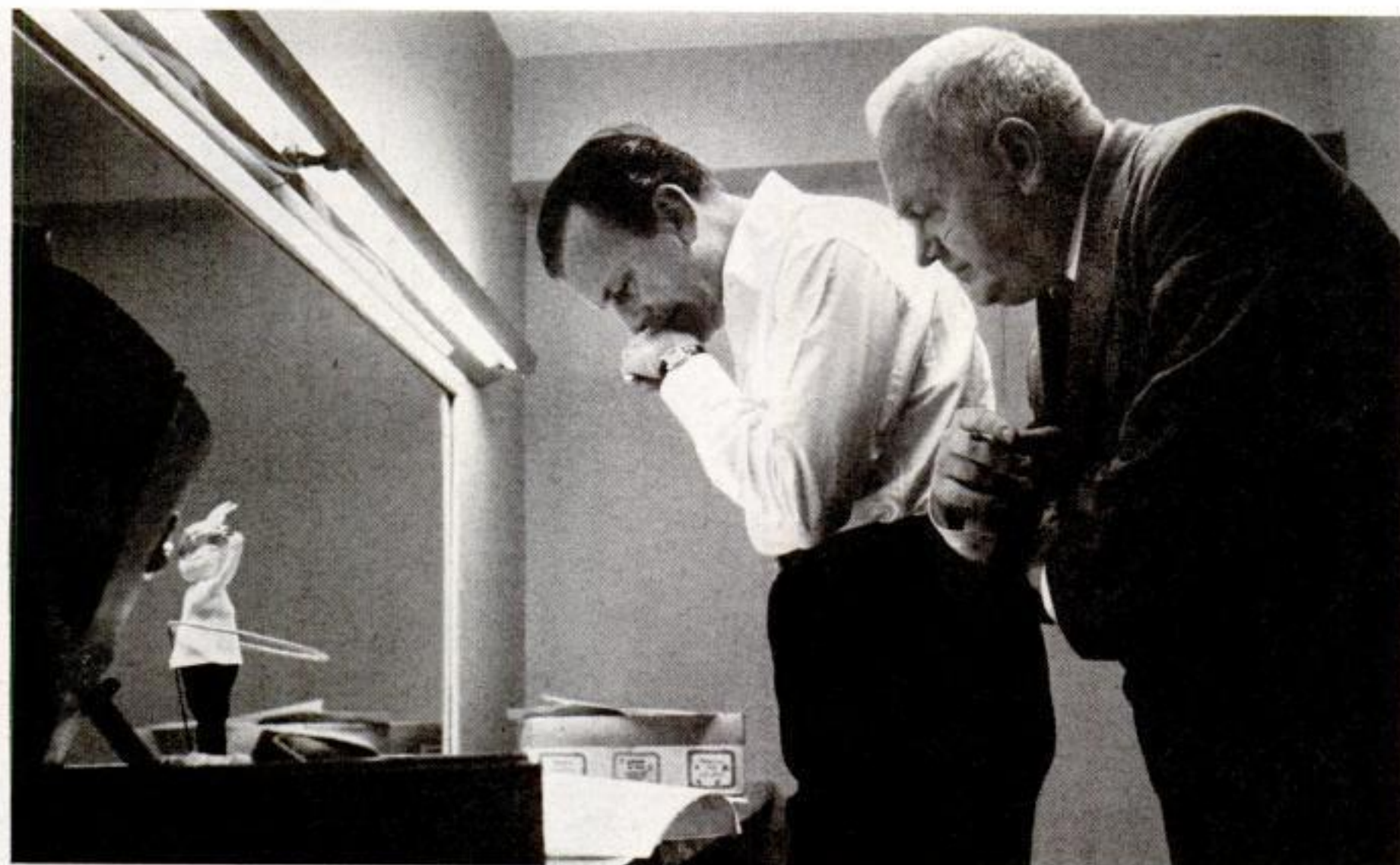


**P**aar takes a nap stretched on a vibrator under a portrait and beside complete writings of Churchill in bookcase. Comedian points out that his idol, the prime minister, was also at times wrong and vain.



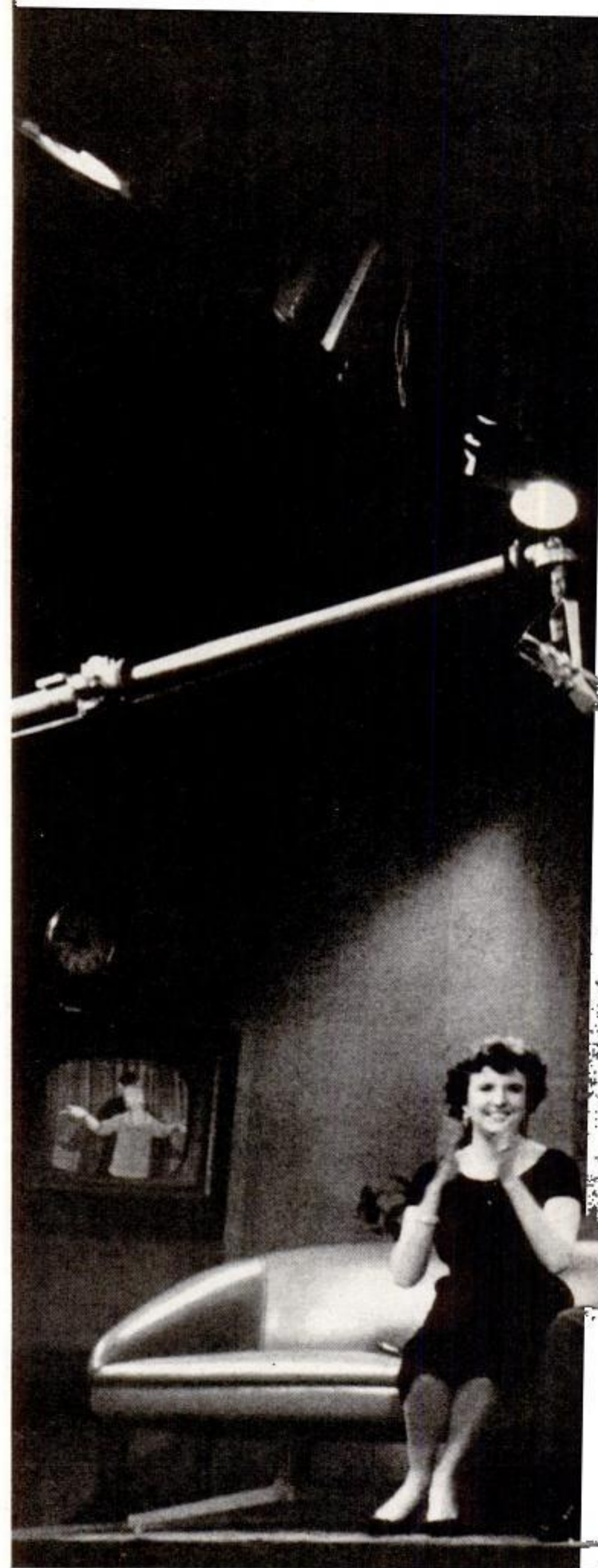
**I**'m a nut on neatness," Paar claims. At his Bronxville, N.Y. home, a converted barn, he regularly washes windows. His 14-room house has five TV sets, stereo sound and a Cinemascope screen.





In his dressing room Paar runs through a skit with Cliff Arquette, a highly skillful comedian, who appears on show as baggy-pants Charlie Weaver. Paar says, "With his make-up off I can top him."

Most attractive guest on Paar's list is French singer Genevieve whose difficulties with English give him gags. "Genevieve and Weaver have done the most for me," Paar says, "and I've done the most for them too."



PAAR CALLS FOR APPLAUSE FOR TEAM OF KEN

## OFF-THE-CUFF SHOW, SHOES-OFF

Paar's late-night appeal for some 35 million admirers springs from a combination of talents, some carefully cultivated, others native. Though he himself dresses neatly, his bearing and manner encourage bedtime informality. It seems quite all right to loosen clothing and take off shoes when he is on the screen. Paar himself sometimes takes off or rolls up his pants.

Paar's show in format is a bit like Plato's *Symposium*—a conversational get-together led by a host—with a few song-and-dance acts tossed in. It does exactly what television can best do: it presents people reacting spontaneously to one another. There are a few rehearsed gags and stunts, and broad topics of conversation are usually agreed on in advance. But in general the show is honestly spontaneous and gabby, which is appropriate

to the late night when the human race itself gets garrulous and is given to running off at the mouth.

The lack of polished showmanship is an asset at the woozy midnight hour. When Paar's jokes fizzle out, as they often do, his fans are specially pleased as if they felt privileged to be on hand when Jack is taking things so nice and easy. And when Jack and his cohorts put on their really terrible skits, complete with funny hats and fake googly eyes, the spectator can well believe he is at a family party where cheerful idiots dress up and put on charades. It is the kind of disaster that unites people.

Paar appears to take rather infantile relish in jokes about sex and the human body, especially when brassieres are involved. His eyes twinkle when he mentions fanny-pinching.

In many households where such subjects are taboo, Paar's innuendoes must seem like pretty racy talk from the big city. A good thing the children are asleep.

One supremely human quality pervades the show—it is unpredictable. It has frequent bursts of good humor and, occasionally, even wit. Its guest stars have included some highly entertaining old harridans, a rare collection of eloquent screwballs and a number of plain, nice people. To both guests and the regular sidekicks, Paar sometimes betrays a covert hostility. Part of this, of course, is deliberate—to ginger up the evening. But part of it appears deep rooted. It shows in the star's teasing of the French singer Genevieve, in his faintly patronizing attitude toward Announcer Hugh Downs and in his offhand words to Pianist José Melis.



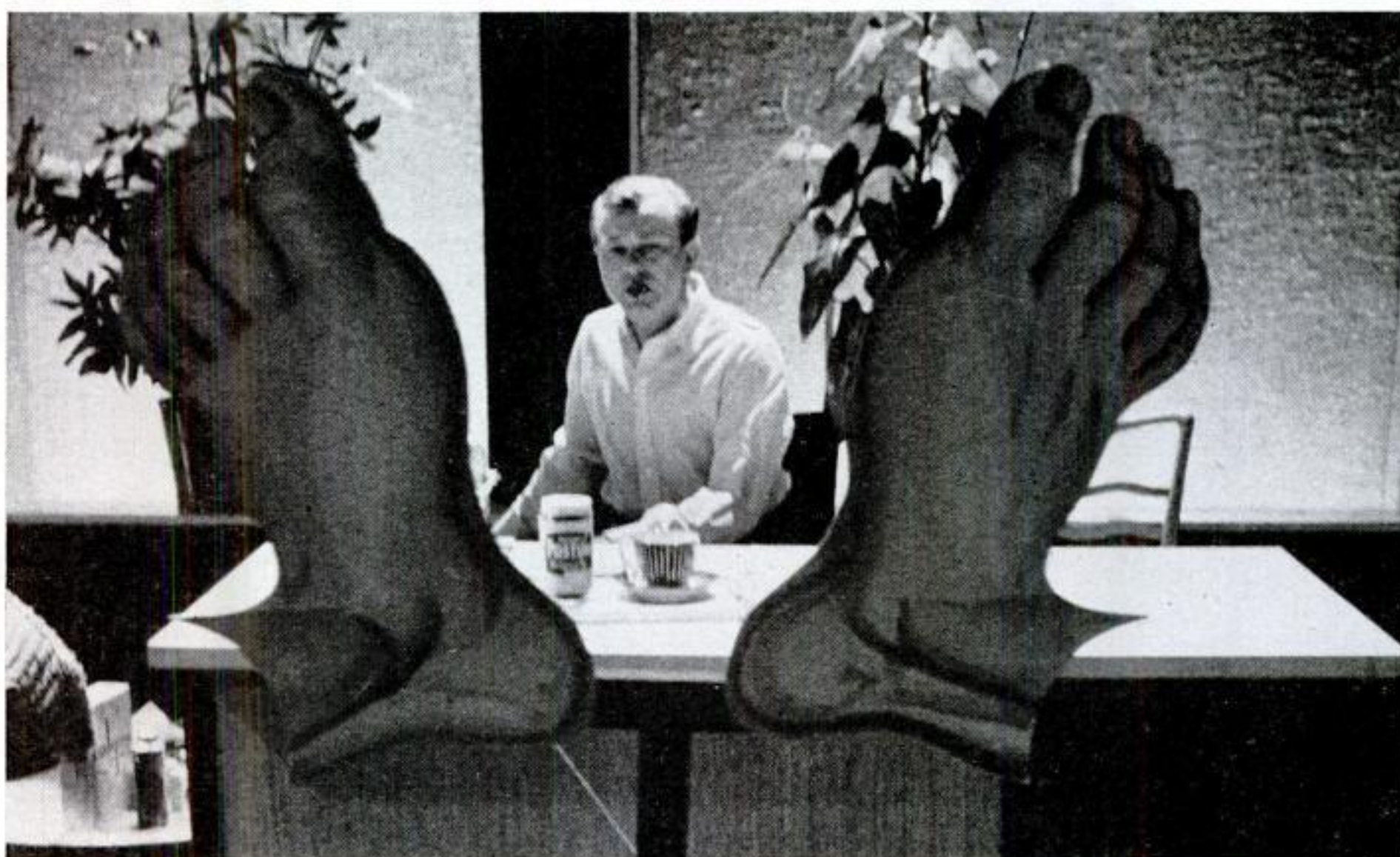


AND MITZI WELCH AND IT COMES FROM SHOW'S SEATED GUESTS, ACTRESS PEGGY CASS, CLIFF ARQUETTE AND JONNIE LEE MACFADDEN, LATE BERNARR'S WIFE

## AUDIENCES

Paar is a master at administering the precise degree of ribbing at which the "ribbee" cannot openly take offense without being accused of poor sportsmanship, and which at the same time really stings. As a result you will often see Paar's victims managing a gallant, though glassy, smile while he carries on his folksy little campaign of disparagement. This is to the show's advantage, for Paar is not only working off his own antagonisms—whatever they are—but is making audiences feel better. Most people like watching the discomfort of others and Paar's performance is enough to gladden the heart of any smalltime Caligula in the audience. All in all, it is probably no more of a sin to be a Paar fan than to be a member of the human race.

TOM PRIDEAUX  
LIFE Entertainment Editor



**T**wo huge false feet are propped before Paar at rehearsal. He told audience this is the way he

thinks he must appear to them—with their feet up. He is a feet-up man himself (*next page*).





**W**ith his feet stretched out before him, his wife and dog beside him in bed, Paar watches his own performance in show

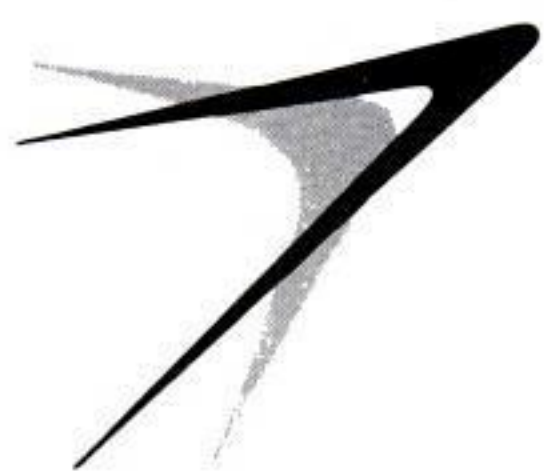
he taped earlier and got home in time to see. "My show," he says, "has the largest horizontal rating in TV."





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# LIFE-AND-DEATH DEBATE



## THE MIXED-WEAPONS DETERRENT THE U.S. NOW RELIES ON

Current U.S. defense plan, illustrated by this painting, relies on use of a mixed and varied force of weapons to deter Russia (on horizon at far right) from attacking with growing stockpile of missiles. Smaller force of ICBMs in U.S.

plus Polaris submarines, SAC bombers and carrier planes act together to discourage enemy attack. SAC adds to its potential by equipping bombers like B-52 (top of picture) with Hound-Dog missiles. These are carried under



# OVER MISSILE PROGRAM



**President sticks to defense budget  
but new military generation wants  
more hardware to combat blackmail**

by **JAMES R. SHEPLEY**

*Chief of U.S. TIME-LIFE Correspondents*

**O**NCE again the Congress, the White House, the military and the press are engaged in a great debate over U.S. military power. This is not a new debate, but there are new and vital considerations:

1. Intercontinental missiles are now established as accurate, devastatingly effective weapons against which no sure defense is in sight.

2. Evidence mounts that the Russians have gone all-out to exploit an initial advantage in missile development and will soon take a commanding lead over the U.S. in numbers of these weapons. Secretary of Defense Neil McElroy has officially estimated this lead at 3 to 1.

The current debate centers on the sufficiency of the countermeasures that the Eisenhower administration's military program provides. There are, of course, two sides to the argument, symbolized by the drawings on these and the following two pages. One side (*left*), endorsed by the Administration and a number of leading Pentagon officials, envisions a "mix" of U.S. defense weapons which will effectively deter and, if necessary, blunt any attack. The other side (*pp. 118, 119*), endorsed by the younger Pentagon officers who have come to maturity in the missile age, is a nightmare of what could happen during the period of our greatest exposure to Russian missile superiority.

The leading figures in the public debate are already well known: Secretary McElroy, supported by the President and his chief military advisers, defends the new \$40.9 billion military budget; Senate Majority Leader Lyndon Johnson and many members of Congress demand that it be increased. But behind this public facade a little-known but far more basic battle is being fought within the Pentagon itself. It revolves around crucial estimates of missile strength and missile capability, and it embraces a whole new set of concepts and terms that are not easy to grasp. For with the missile age has come a new generation of military men who think in terms not clearly understood by their elders, just as the infantry generals and battleship admirals of the Twenties and Thirties did not clearly understand the proponents of air power. These missile-men do not, except in very rare instances, have access to the President, who is the final judge of what our "military posture" should be.

## **The Eisenhower advantage**

**U**NTIL this year President Eisenhower enjoyed one great advantage in the military debate: his military reputation overwhelmed not only the nonprofessional critics in Congress but his own military advisers as well. This year his advantage has been diluted by two factors: he faces large, hostile political majorities in Congress, and there is a general public suspicion, based on the spectacular Soviet rocketry demonstrations, that something *is* wrong with our military posture. The ancient military debate has, in fact, reached a crisis.

Fully aware that the debate has taken such a turn, the White House last week took measures to deal with the public situation. In his press conference the President angrily defended his military decision. The Pentagon meantime received urgent orders to prepare a defense of the Administration's military program for early treatment by the President himself. Sometime in March the material will become the basis for an official white paper or for a nationwide television address.

It is important to remember that on a short-term basis U.S. Presidents, whether named Harry Truman or Dwight Eisenhower, have been more right than their critics. None of the more dire military prophecies of the past has been fulfilled. The Russians did *not* march to the English Channel in six weeks during the late '40s. A Soviet air force five times as big as the U.S. has definitely *not* materialized in the '50s. Russian submarines are *not* surfacing off Coney Island. All southeast Asia has *not* fallen to the Communists, nor has Quemoy or Matsu.

But on a long-term basis the Cassandras have had the best of it. Relatively, U.S. military superiority over the Soviets *has* diminished year by year. We have a noticeably weaker hand in the Berlin poker game of 1959 than we did at the time of the Berlin airlift 10 years ago.

But even today no one seriously suggests that the greater weight of

wings and can be launched 500 miles from target to avoid anti-aircraft. Shorter-range U.S. planes and IRBMs are based in Europe (*on horizon at left*). To see what might happen if this deterrent plan fails to deter, turn the page.

CONTINUED

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#### THE PROSPECT OF RUSSIAN ICBMs WIPING OUT U.S. DETERRENT

This painting illustrates the disaster which Air Force missile experts fear could overtake the U.S. in 1962 or 1963 unless it revises its military budget now to produce many more ICBMs than are presently provided for. Here Russians,

having built up a tremendous stockpile of missiles, launch a sudden attack on U.S. with salvos of ICBMs. Nuclear explosions and their fireballs obliterate U.S. defense installations. This would wipe out the mixed force of weapons,





## MISSILE DEBATE CONTINUED

firepower is not still on the side of the U.S. In a 1959 exchange of atomic blows the U.S. would, of course, suffer sorely. Tens of millions of Americans would die, tens of millions more would be permanently afflicted, and many of our cities would be obliterated. But it is no exaggeration to say that few of Russia's urban citizens would remain alive. From the great military debate of the last decade a national policy of deterrence has been shaped and refined. That deterrent still exists today.

Why then does the debate continue? It continues because the Soviets have refused to let the balance of power in our favor remain static. In the last 18 months they have clearly hit upon a way to upset the balance completely—if we let them.

The Soviets have made their most rapid gains by turning a liability into an asset. It is now evident that the Russians not only failed truly to understand seapower in the 19th Century but came late to the air age in the 20th Century. This oversight left them at a serious disadvantage when the jet bomber became the dominant weapon of the 1950s. By the time the Soviets were able to duplicate our atomic weapons, their method of delivery was largely limited to a cheap copy of a captured U.S. B-29. In the 1950s, despite all the prophets of doom, the Soviets were outmatched by our Strategic Air Command. They still are.

If the Russians had tried to catch up—in plane performance, numbers, bases, techniques and crew training—they might have remained behind indefinitely. Instead, in the new idiom of the Pentagon, the Russians “leapfrogged” the weapons system of the manned strategic bomber.

They could afford to take this gamble because they knew the U.S. would not attack first without serious provocation. In effect, the Soviets held the decision of peace or war while modernizing their forces. Nevertheless they sought to mislead the U.S. as to the extent of their gamble.

### The hint we ignored

**T**HE truth of this was once hinted to us. But having suspected the truth, the Pentagon quickly talked itself out of it. When Moscow invited Air Chief of Staff Nathan F. Twining to the Soviet military air show in the summer of 1956, it was an astonishingly openhanded gesture by a nation obsessed with secrecy. From every hand came indications that the Soviets were trying to sell Twining on the massiveness and advanced technology of their conventional airplanes. To the credit of his native cunning, Twining did not buy this. Instead, he became convinced that U.S. intelligence had greatly overrated Soviet air power. He was convinced, that is, until he returned to the Pentagon and was brainwashed by SAC Commander Curtis E. LeMay and his staff, who feared reductions in their own force if Twining's evidence was believed.

What Twining was not allowed to see, it now has become painfully obvious, were the highly sophisticated Soviet missile test centers. At the very time he was in Moscow, the Russians were evaluating the results of their early intermediate-range ballistic missile tests. A little more than a year after his return, Soviet rocket technicians fired Sputnik I into orbit.

The U.S. did not match the first successful Soviet intercontinental ballistic missile for more than a year and one half. We did not really enter the missile age until Atlas traveled full range to a target in the South Atlantic in November 1958. The Russians had bought exactly 18 months of time through the same kind of effort the U.S. had originally put into SAC. As a result, we now face the most serious military problem of our history.

Where do we really stand? Our best information on the state of Soviet rocketry, aside from the presence of Soviet satellites in the skies above us, comes from long-range radar equipment which we have been able to set up at various points around the great perimeter of the Soviet Union.

On these radar screens we have actually tracked Soviet missiles as they fly through space. We know, for example, that they have completed, with some success, more than 1,500 missile firings in the intermediate ranges between 500 and 1,500 miles. The U.S. has launched nowhere near this number. Many of the Soviet missiles have been launched in “salvo,” several at once or one missile within seconds of another. The evidence strongly suggests a formidable Soviet force of IRBMs capable of striking at virtually all NATO positions in Europe as well as at SAC's forward bases in North Africa and Spain. There is also solid radar evidence that in the spring of 1957 the Soviets were, as Khrushchev boasts, already firing an intercontinental missile 6,000 miles to a “bull's-eye.”

It is very difficult to estimate just how many of these missiles the Soviets can and will build. We do have a mass of evidence to indicate that the Soviets have gone all-out in missileery. They have put the equivalent of a nuclear warhead weighing 2,129 pounds in orbit around the earth. They have fired a significant weight of instruments (almost 800 pounds) out of the earth's gravitational field (our biggest payload, on the “talking Atlas,” weighed under 200 pounds).

Our National Intelligence estimates—prepared by the Central Intelligence Agency—of Soviet missile build-up are based to some extent on the very modest assumption that they can do at least as well as we

shown on the preceding page, before enough of them could get into action and would destroy U.S. capacity to strike back in self-defense. At the same time Russians would be firing salvos of IRBMs at U.S. and NATO bases in Europe.



can. We completed our first successful ICBM test in November 1958. We will have one Atlas squadron by July of 1960 and perhaps 80 operational ICBMs by December of 1961. By mid-1963 we could have 400 missiles. We *could* have—but under the military program now before Congress, we *will* have only 200. The reason is not technical but budgetary.

Since the Soviets had their first successful test 18 months earlier than we did, the assumption of the National Intelligence estimates is that they have at least 10 operational ICBMs right now, that they will have 100 a year from now and 500 by 1962.

Last December, CIA Director Allen Dulles revised his estimate to “degrade” the Soviet build-up of ICBMs. Congressional critics accused him of making his intelligence fit the budget. Indignantly he answered that he based his revision on the fact that the Soviets have not conducted an ICBM test under our radar surveillance since last spring. He assumes from this that they are having trouble. But another assumption might be that they are now satisfied with their long-range weapons and are producing them in “serial,” as Khrushchev said. Still another assumption might be that they built a test base beyond the range of our radar.

In any case Dulles’ slight revision is not reassuring. Secretary McElroy has already conceded that when we have 100 ICBMs, the Russians will have 300. This is the Eisenhower administration’s official word on the subject.

Both McElroy and his Commander-in-Chief, having taken their oath to uphold the Constitution and defend the United States against all enemies, domestic and foreign, are unquestionably trying their best to make the soundest possible decisions. Why, then, is there such a wide gulf between their military recommendations and the proposals of their critics?

Any explanation must begin with Eisenhower’s deep concern over the mounting costs of “military posture” and his determination to establish a standard for a sound U.S. economy, for balanced federal budgets and for “fiscal responsibility.”

During the National Security Council’s consideration of these very questions last November, Deputy Secretary of Defense Donald A. Quarles was attempting to argue that the budget decisions were cutting corners on national security. “Damn it,” interrupted the President, who finds it increasingly exasperating when people don’t seem to see things his way, “when are you going to learn that national security and a sound economy are the SAME thing?”

It is unfair to suppose that the President was blindly shutting off any arguments that exposed the danger of the missile gap. The Administration’s position is based on the following reasoning:

Even though the Soviets will hold a significant lead in intercontinental missiles, the U.S. will continue to have an over-all array of forces sufficient to deter attack. In addition to our own outnumbered ICBMs there will still be SAC, with 1,750 manned bombers, there will still be a Navy with 14 carriers, and there will still be NATO with its forward fighter bases and shorter range missiles—each carrying some atomic punch. The new term is “mix.” There is, says the Administration, an adequate “mix” of forces to maintain our deterrent.

Our first- and second-generation missiles, the Administration reasons, are only interim weapons. Because they are liquid-fueled, Atlas, Titan and Thor are unwieldy and slow firing. But behind them on the drawing boards are the third-generation missiles, the solid-fueled Polaris, which can be fired from under the seas, and Minuteman, which can be hidden in “hardened” (underground) bases and fired in an instant. The Administration would like, in effect, to leapfrog the first- and second-generation missiles and establish the U.S. military posture of the ‘60s and ‘70s on the solid-fueled missiles.

This leapfrogging maneuver, once executed so successfully by the Russians, would put balanced federal budgets within much closer range for this year, next year and the year after. During this time, of course, we cannot depend on the Soviets not to press their advantage. To put it simply, the President is taking a military gamble for economic reasons. How good is the gamble? The answer depends on two things: 1) the amount of time it will take us to leapfrog to the solid-fuel missiles, and 2) the amount of time that SAC bombers and the other conventional weapons can maintain our deterrent against Soviet missile attack.

The first point can be stated with some certainty: neither Polaris nor Minuteman can be counted on as a significant addition to the national arsenal until well into 1964. In other words, they are five years away.

The second point—how long can our “mix” of conventional weapons maintain our deterrent?—is at the heart of the argument now raging inside the Pentagon. It involves technical considerations on which even military men disagree, but there is much more weight of professional opinion against the President than there is with him. The younger officers who speak the new language of missilery are especially dubious. Their opinion is that, at best, the “mix” will not protect us beyond early 1962. Between the collapse of the “mix” and the arrival of solid-fuel missiles, there will be a two- or three-year period of real danger.

The Administration’s critics present their case in strong terms and what follows here is largely their case.

The present SAC system is founded on the assumption that the U.S. will have between six and eight hours’ warning of Soviet attack. This would indeed be the case if the Russians used only bombers. With this much warning some 700 SAC bombers could get off the ground and head for Soviet targets. With the present state of Soviet defenses about 350 to 400 of these B-47s and B-52s would reach their targets and drop

their bombs. The Navy’s carriers would play only a contributory role, launching as many as 150 planes, of which half might be expected to reach targets on the edge of the Soviet Union, or, more likely, in satellite areas.

The Administration’s critics say that since the present U.S. strategic system is based on six to eight hours’ warning, it has already been superseded. Soviet IRBMs will strike the forward SAC bases with less than 15 minutes’ warning, if indeed there is any warning at all. The forward SAC bases in Africa, Spain and the United Kingdom and the NATO bases in Western Europe must already be largely discounted.

It is thus certain even today that much of the SAC striking power would be blunted by a Soviet attack. But, the critics admit, SAC still has the ability to hit the Soviet Union with more thermo-

nuclear destruction than any nation can absorb. The consequences of atomic war are still beyond the Soviet “threshold of acceptability.”

Next year, however, at least 100 Soviet ICBMs must be added to the argument, and at this point the strength of our deterrent begins to be questionable. ICBMs are now considered 50% reliable: for every two fired, one will come within five miles of its target—close enough to destroy an unprotected SAC base. There are only 43 SAC bases in the U.S., and the warning time for an ICBM attack is now virtually nil. A detection system is now under construction which might with luck give as much as 15 minutes’ warning of missile attack. But since only a small percentage of SAC bombers can become airborne within that time, 100 Soviet missiles could conceivably dispose of virtually the entire U.S. SAC base system. Battles never go according to plan, and 100 Soviet ICBMs are unlikely to achieve such a sweeping result. But what about 500 ICBMs?

The Administration argument at this point runs to the effect that, even in the case of missile attack, warning time is not an absolute. It may be at most 15 minutes now, but this could be increased to almost a half hour as the projected reconnaissance satellites grow more sophisticated. In a half hour even the existing SAC squadrons can do a creditable job of getting significant numbers of manned bombers into the air. With that much warning even anti-missile missiles become more realistic.

The critics concede that warning time is stretchable, but again they point to the gap of the early ‘60s. True reconnaissance satellites cannot be in orbit until well into 1964. The anti-missile missile is even farther away. No serious scientist or engineer can predict a time when such a device will become “hardware.” Granting that the role of the manned bomber in the deterrent force will diminish steadily, the defenders of the Administration’s military policy argue that some number of these aircraft will always be desirable in the “mix.” Once it reaches the target, a bomber guided by the brain of man is far more deadly than a missile deriving its “intelligence” from gyros and transistors. The bomber can carry a much greater weight of atomic power. Moreover some SAC bombers can be made invulnerable to surprise attack by keeping



**PRESIDENT'S TOP SUPPORTERS,** Defense Secretary McElroy and Chairman of Joint Chiefs Twining prepare to tell Senate that budget is adequate.





## Mark Twain holds forth at Klaproth's Tavern

Wit flashed when Mark Twain spoke and his favorite Kentucky bourbon, Old Crow, flowed during the convivial evenings at the famed Elmira, N. Y. tavern. According to an intimate biography, the beloved humorist once ordered 25 barrels of Old Crow to assure his supply at Klaproth's.



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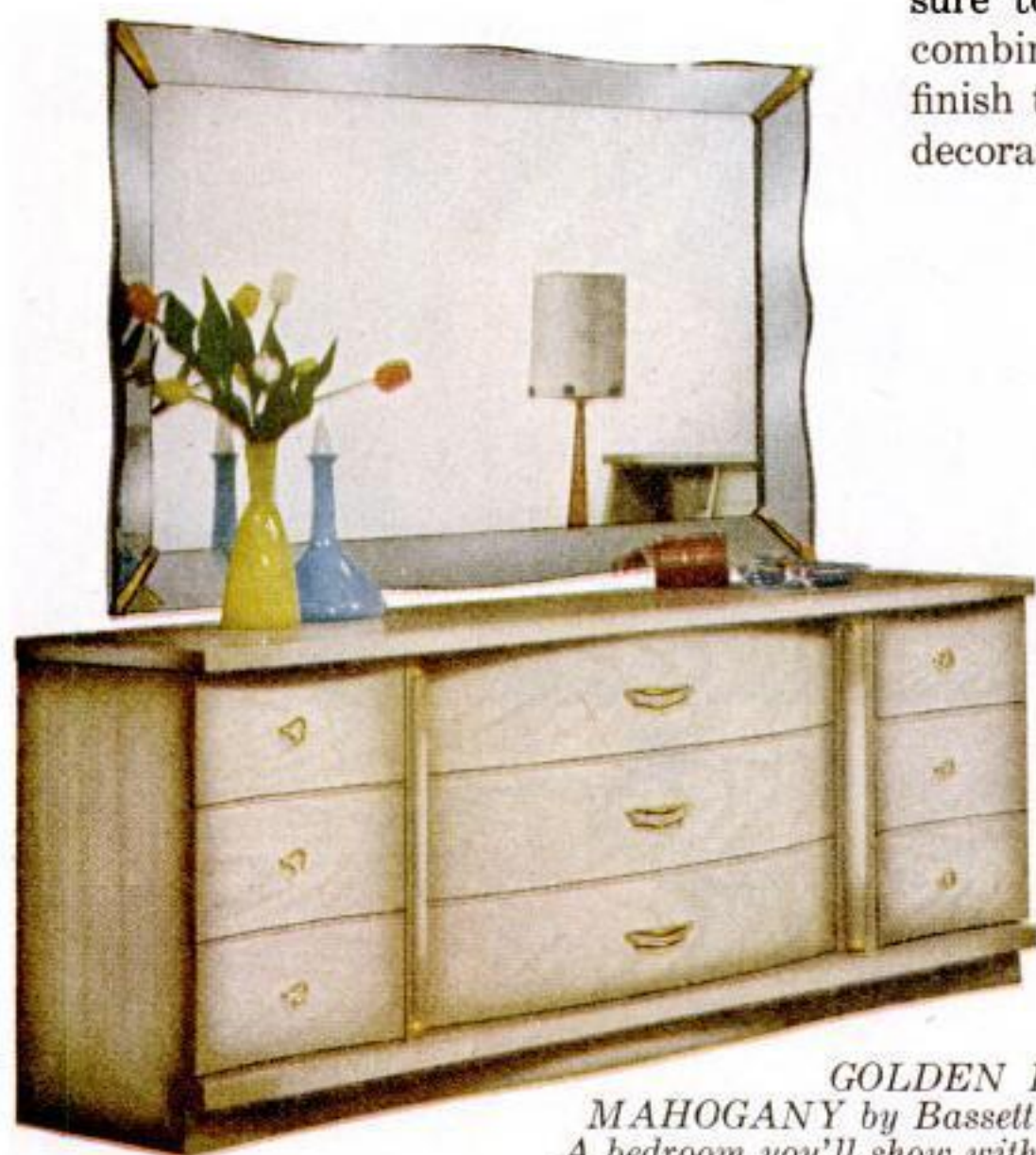
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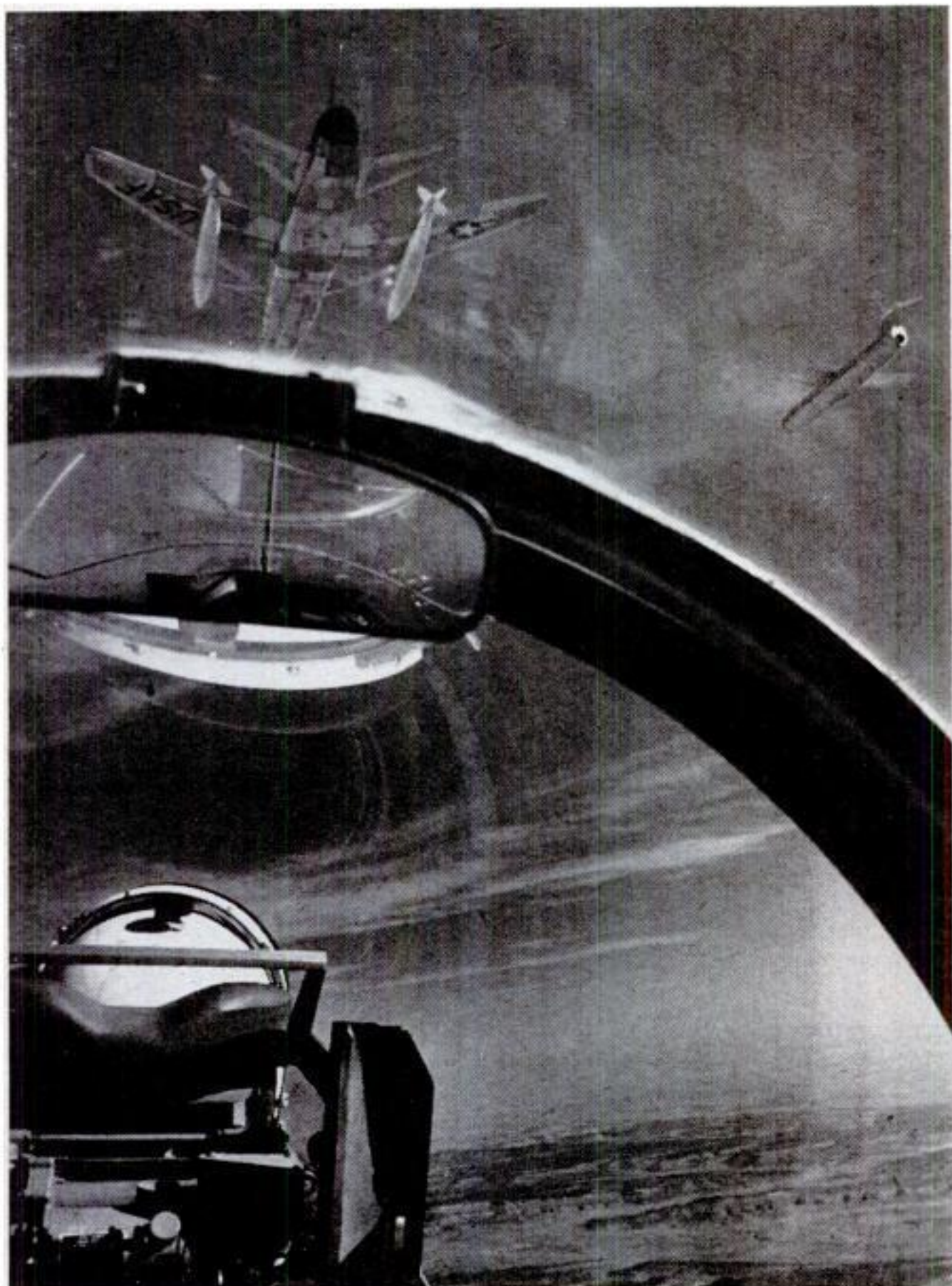
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**TANGIER MAHOGANY** by Bassett—for the bedroom with a modern flair. Of the selection shown above, this suite is available in these finishes: Sapphire Mink and Star Mist Mahogany; Walnut and Oak.





**PILOTLESS JET BOMBER**, Mace (upper right) is new addition to arsenal of mixed weapons. Guided by system which cannot be jammed, it has speed of 650 mph, will be based in Europe. Here jets follow it on test flight.

## MISSILE DEBATE CONTINUED

them on "air alert." That is, they would be airborne continuously, fueled to capacity and loaded with atomic weapons.

The critics readily concede these points but make two points of their own in rebuttal. In the first place there is no provision for air alert in the 1959 Eisenhower military budget, even though SAC Commander Thomas Power has urgently forwarded such a plan to Washington. Secondly there are definite physical limitations on the kind of air alert the existing SAC can maintain. Under the most favorable circumstances, it would be difficult to keep more than 100 bombers on air alert. Allowing for losses to the increasingly effective Soviet antibomber defenses, this would represent a potential of 50 planes reaching Soviet targets.

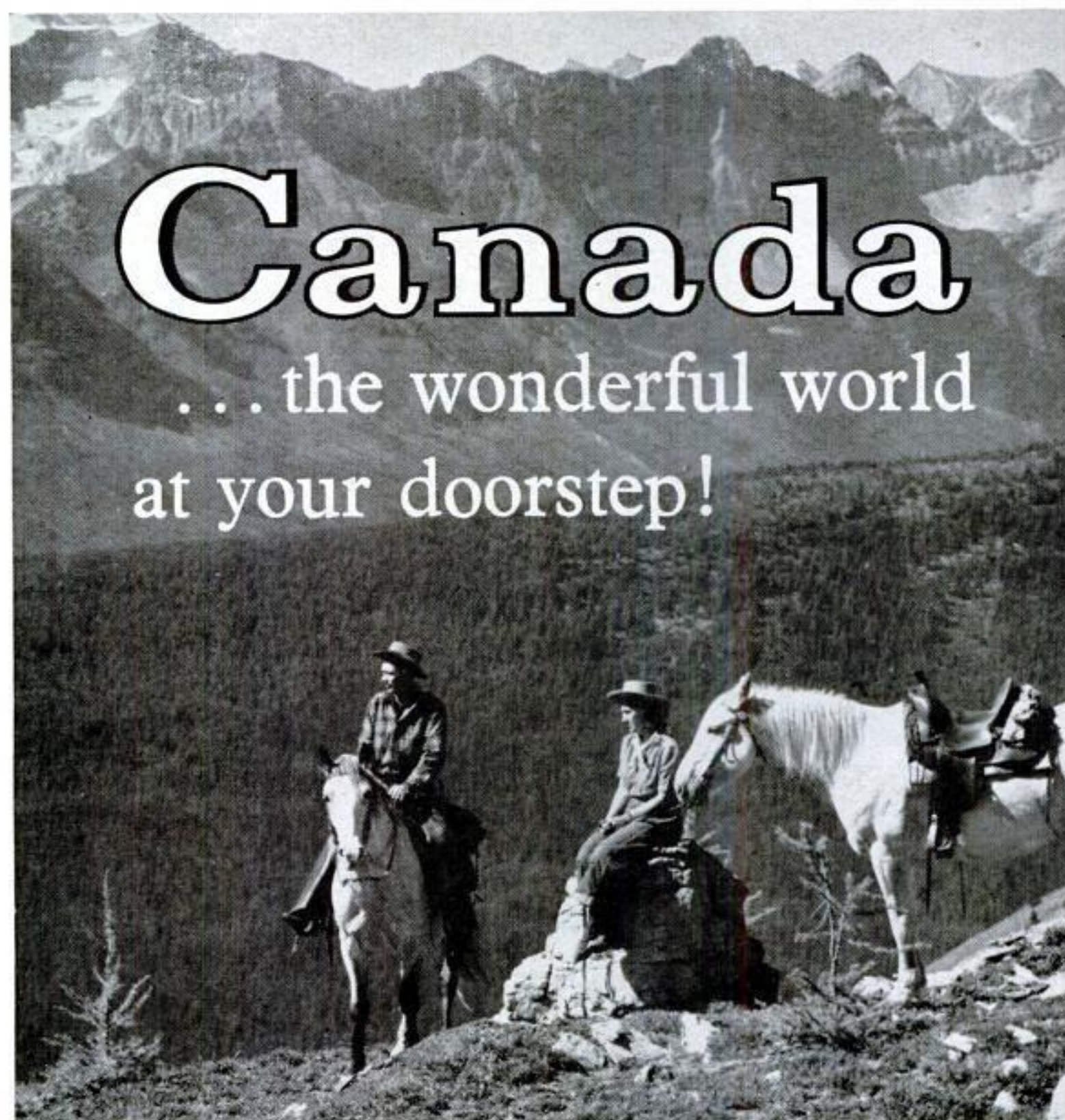
There is little argument on either side that the best hope of preserving our deterrent power rests more and more on the build-up of U.S. intercontinental missiles. The argument centers on how rapid a build-up is necessary. The present U.S. program provides for only 10 operational ICBMs by mid-1960 and only 70 more by the end of 1961. The big majority of these will be in "soft," or unprotected, installations. Not until mid-1963 will a second phase of the U.S. missile program be complete. This provides for 120 additional missiles, most of them poised in "hard" underground "silos," which could be destroyed only by a direct hit.

At least until then, the Soviets will have a sufficient number of ICBMs to knock out most of SAC and the majority of our missiles in a single massive sneak attack. Not until the solid-fueled "beasts" begin to come into operational use more than a year later will we begin truly to recover our balance.

The missilemen warn that even if we assume that the Soviets will not strike directly with the missile balance heavily in their favor, we have still not faced the real problem, which is that for the first time Soviet military power will actually be superior to ours.

At this point we and our allies will be confronted with what the missilemen call missile blackmail. The Russians will feel free to pursue their aims in Berlin, the Middle East, Iran and Southeast Asia, certain that, regardless of how the U.S. phrases its diplomatic notes, we cannot possibly react, except locally and with inferior forces.

CONTINUED



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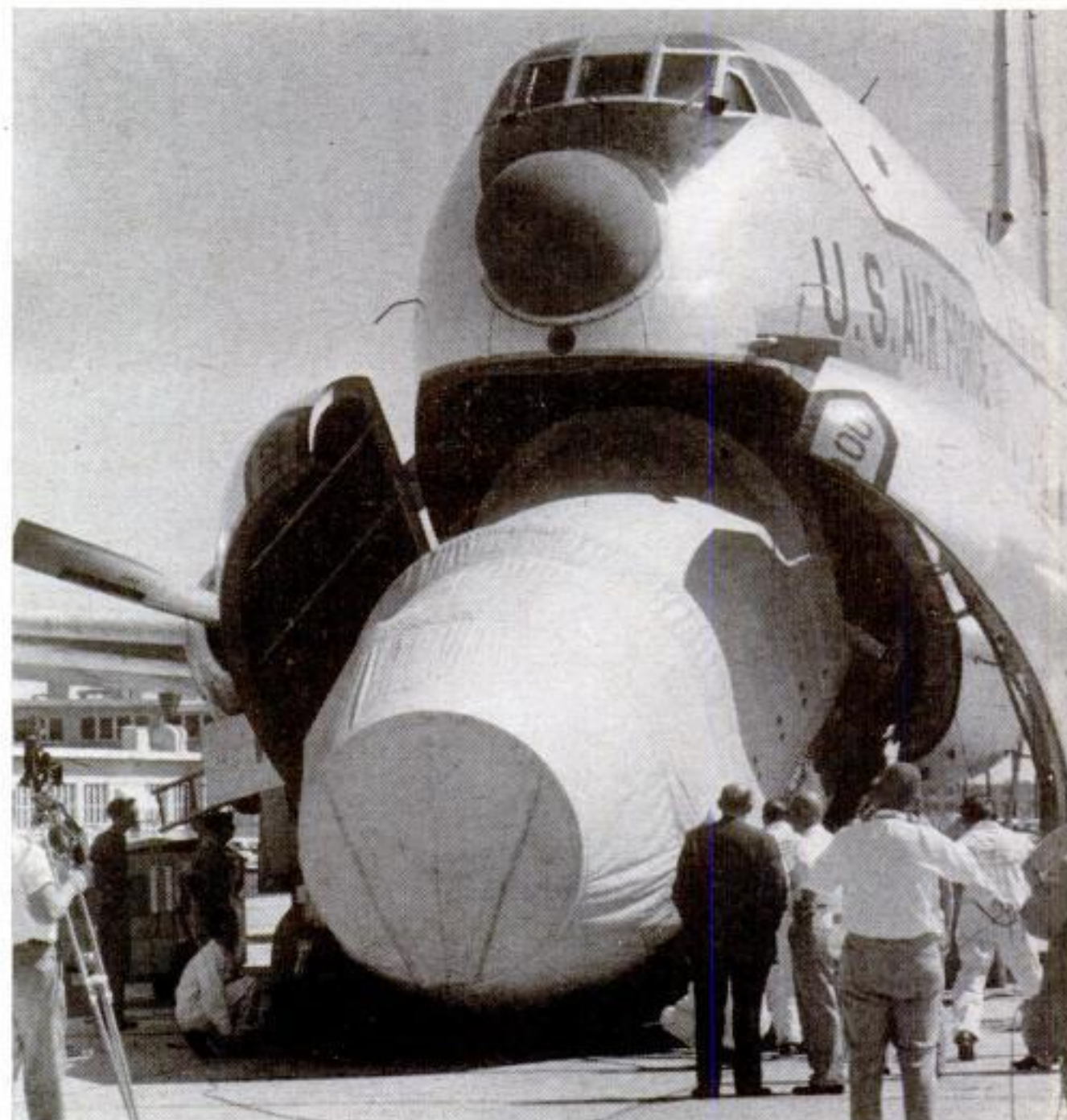


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**TITAN UNDER WRAPS** is loaded aboard transport near Martin plant in Denver for flight to Cape Canaveral. Budget provides for 110 Titans by 1963. Along with Atlas this will be basic liquid-fuel weapon for missile age.

### MISSILE DEBATE CONTINUED

We need no crystal ball to predict this turn of events. It has already begun. The Kremlin tried the tactic of atomic missile blackmail as long ago as Suez. While there were even more serious restraints on London and Paris imposed by Washington and the British dominions, these events clearly revealed the trend of Soviet thinking. Khrushchev has already started to use the same kind of threats against the U.S. in the gathering crisis over Berlin.

Against the specter of missile blackmail the Administration's position becomes more vulnerable. National security and a sound economy very well may *not* be the same thing. With a sound and thriving economy, the U.S. could still lose all national security.

The Administration's critics hold that this last peril has never been fully considered by the National Security Council. They say that the President is now face to face with a grave strategic challenge for which even his distinguished military record does not supply precedents. There is little in past military history or experience that applies to all-out missile warfare. There was nothing in World War II comparable to the present threat of atomic missile blackmail, and the President almost never hears from the rising generation of Air Force, Army and Navy missilemen. As matter of long-established procedure he gets his military advice from his civilian secretaries and from his chiefs of staff, all of whom are World War II contemporaries.

The language itself is one of the worst frustrations. The new meaning of the old military term "salvo" suggests the extent of the difficulty: to a soldier of Eisenhower's generation, the word salvo means between half a dozen and several hundred artillery pieces simultaneously firing 155-mm. shells against a few hundred men in fox-holes 10 miles away. To a missileman, salvo means perhaps 700 shining "beasts" as big as lighthouses, fired simultaneously at every city of consequence in Western Europe and North America from 1,000 to 6,000 miles away, killing perhaps 400 million people.

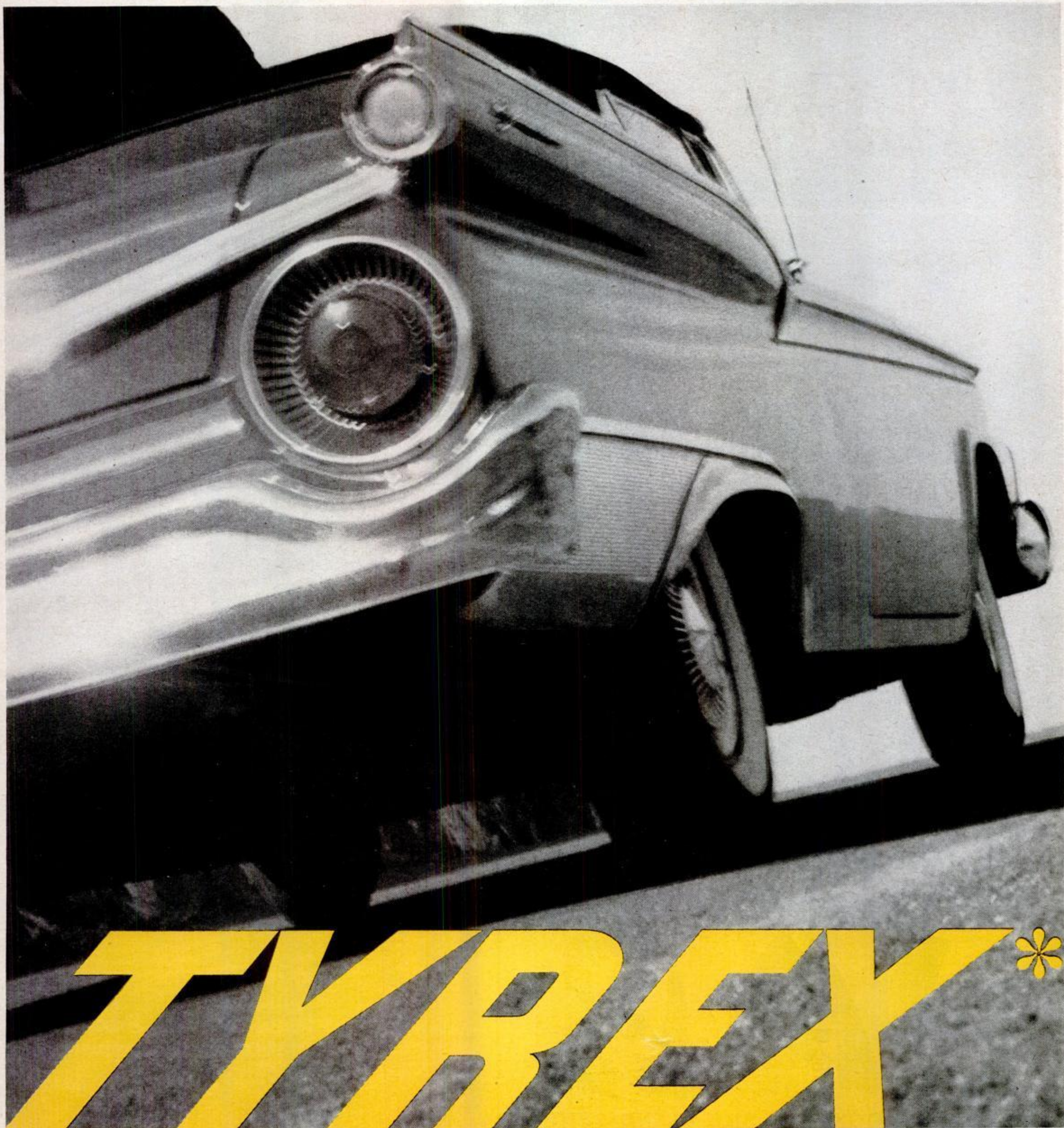
It is of course possible that the President's decision to hold back the build-up of liquid-fueled missiles will work. In 1965 the nation may look back and say, "Well, we *did* have enough," just as it can now look back to 1954 with the same comment. The Administration's weapons "mix" could turn out to be adequate. The question for sober consideration is the relation between the size of the risk and the size of the insurance premium which would minimize the risk. In this case the risk is a matter of national life or death. The premium is, by any standards, comparatively small.

Just last month the Air Force's ballistic missile staff, "taking another run on Washington," suggested a new program for moderating the "leapfrog" jump to the solid fuels. The proposition which went before Secretary McElroy in mid-February would set up a new

CONTINUED



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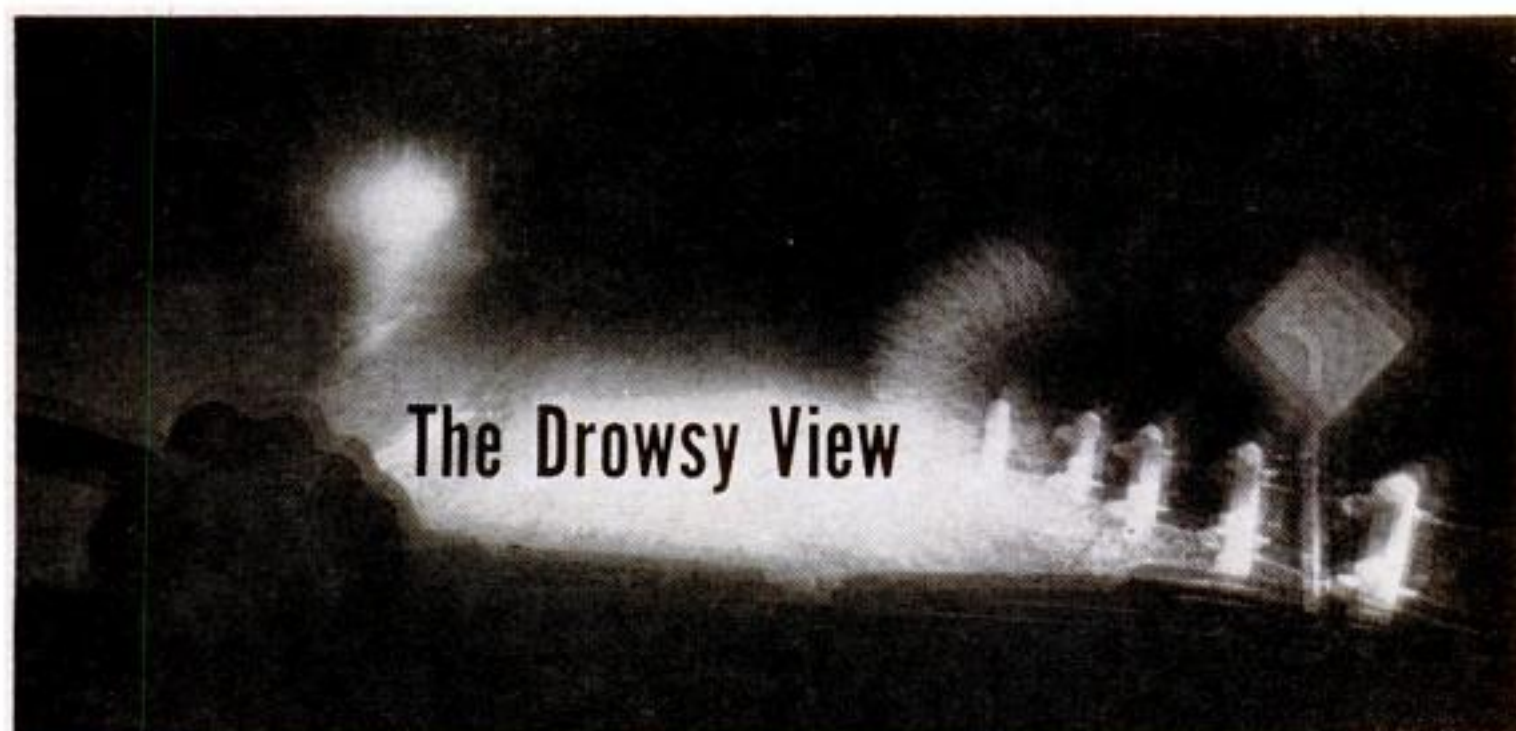
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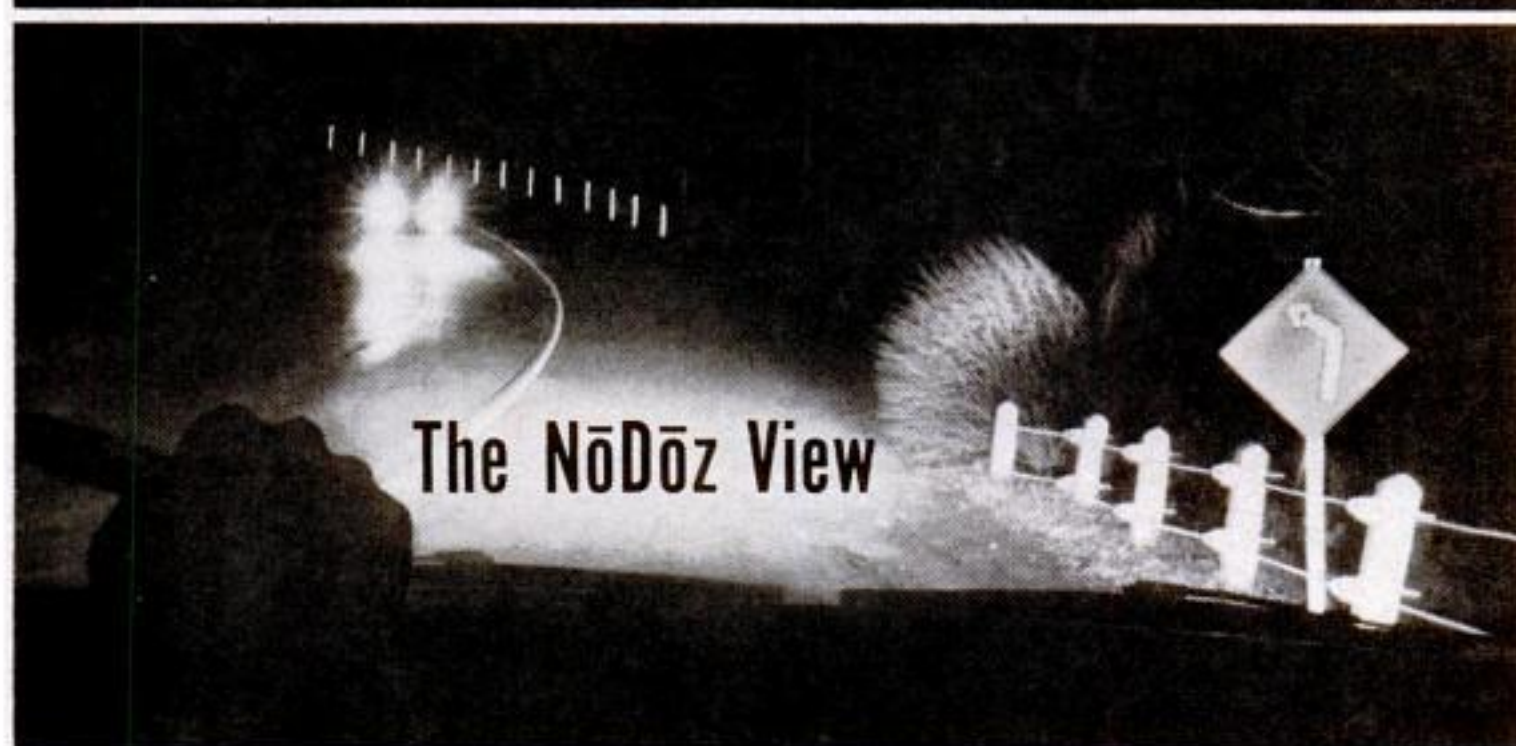
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## MISSILE DEBATE CONTINUED

Atlas production schedule which would give us a real ICBM force in "hard" installations by 1963.

Beginning next year, this program would sharply increase the total number of ICBMs available at each point along the way. The plan involves production of approximately 200 more Atlases, bringing the total of liquid-fueled missiles to 400. The cost of this stepped-up program would be \$2.5 billion spread over a four-year period, about \$500-700 million in each of the next four fiscal years.

This would increase the present \$40.9 billion military budget by a little more than half a billion, a small premium compared to the size of the risk. It is not moreover a sum which will necessarily throw the \$77 billion budget out of balance, even if the Administration were to confine its scrutiny to the military portions of the budget. There are many places where the \$40.9 billion might be trimmed to produce an extra \$600 million. For example, many military men on both sides of the bomber-missile argument believe that the entire air defense effort, costing more than \$5.7 billion a year, becomes more questionable each year. They believe that our present defenses—fighter aircraft and anti-aircraft missiles—are poised against exactly the kind of attack the Soviets are unlikely to launch, a manned bomber attack. Even if the air defense build-up were arrested only slightly, adequate funds to minimize the missile gamble could be diverted.

On the other hand, a step-up of the missile program, which Congress now seems certain to vote and which the President might endorse in the end, would by no means end the great military debate. Many of the President's military critics are extremely vocal about reductions in those military forces which deal with situations now known as "limited war." Such forces include Army and Marine divisions, the airlift to move them and the tactical air power to support them, the carriers and other elements of naval task forces.

In the present "mix," these forces unquestionably have a lower priority than the missiles and have been even more severely curtailed in the effort to balance the budget. The total requests for both missiles and conventional forces which emerged from the Joint Chiefs of Staff before the budget pressure was applied in earnest came to some \$5 billion more than the \$40.9 billion budget which the President finally sent to the Congress. Such military expenditures would, of course, clearly unbalance the budget and would require an entirely new national approach, including new and higher taxes.

The case for the larger conventional forces may or may not be valid, but in any event it is a secondary question. If we do not solve the missile problem, all other problems may become academic.

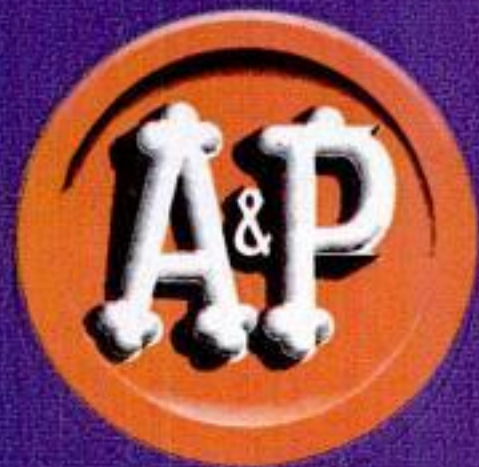


ATLAS ASSEMBLY LINE at Convair plant in San Diego will turn out 90 ICBMs by 1963 under present program. If additional funds were voted now, say missilemen, the same facilities could be used to triple production.





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1-8-oz. pkg. ANN PAGE ELBOW MACARONI	2 tbsp. grated parmesan cheese
1/2 cup chopped onion	1 tsp. seasoned salt
2 tbsp. butter	1/4 tsp. black pepper
1 can Cream of Celery soup	1/2 tsp. dry mustard
2/3 cup milk	1 pkg. frozen peas
1/2 lb. sharp cheddar cheese, shredded	1-1-lb. can salmon

Cook and drain macaroni. In saucepan, sauté onion in butter. Add soup, milk, cheeses, and seasonings. Heat, stirring often until cheeses melt. Separate salmon, leaving in chunks, remove bones. Thaw peas slightly to separate. Combine macaroni, sauce, salmon and 1/2 pkg. of peas, tossing gently to blend. Pour into 2 qt. casserole. Bake 30-40 min. in a 350°F. oven. Garnish with remaining peas, cooked; hard-cooked eggs; pimiento. Makes 6 servings, at 29¢\* each.

\*Cost based on A&P Super Market prices at press time.

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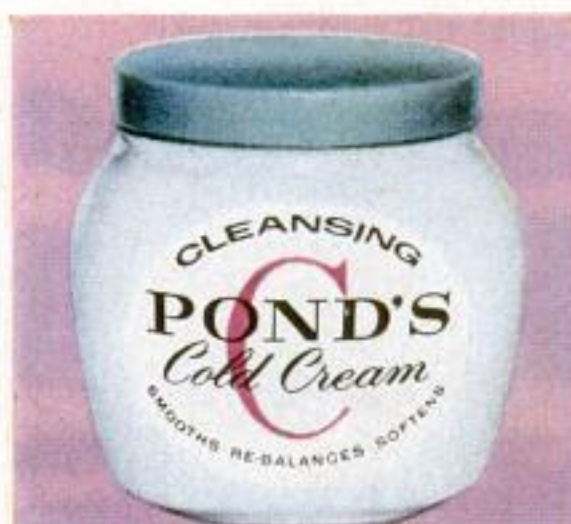
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AS SECRETARIES JAN KNOOP, JOY JONES, HELEN BRIDGEMAN AND LETHA GREINER WATCH, FIVE DENVER BOSSES START ON A LETTER WRITING CONTEST

# DEAR BOSS: TAKE A LETTER . . .

"Take a letter," said the secretaries to their bosses. The five bosses sat with pencils poised and steno pads on knobby knees. Then their secretaries dictated letters to them and gave them just 10 minutes to transcribe the scribbled notes into typewritten letters. Four of the executives and a line from the letters they wrote are shown below. The fifth, and winner of this battle of the bosses, is shown on the next page.

The occasion for this table turning was the 11th annual "executives' night" dinner party of the Denver chapter of the National Secretaries

Association given by the 215 members for their bosses. The bosses were careful to arrive in the Brown Palace Hotel on time, neatly turned out and bearing orchid corsages. They met the girls socially over cocktails and at dinner. Afterward it was announced that five of them had won door prizes. They were called to the front where their secretaries delighted in putting them to work. Hunting and pecking, erasing and striking over, the executives painfully banged out the letters. "This isn't so bad," said Robert Downing (*next page*). "Why don't we sit on their laps?"



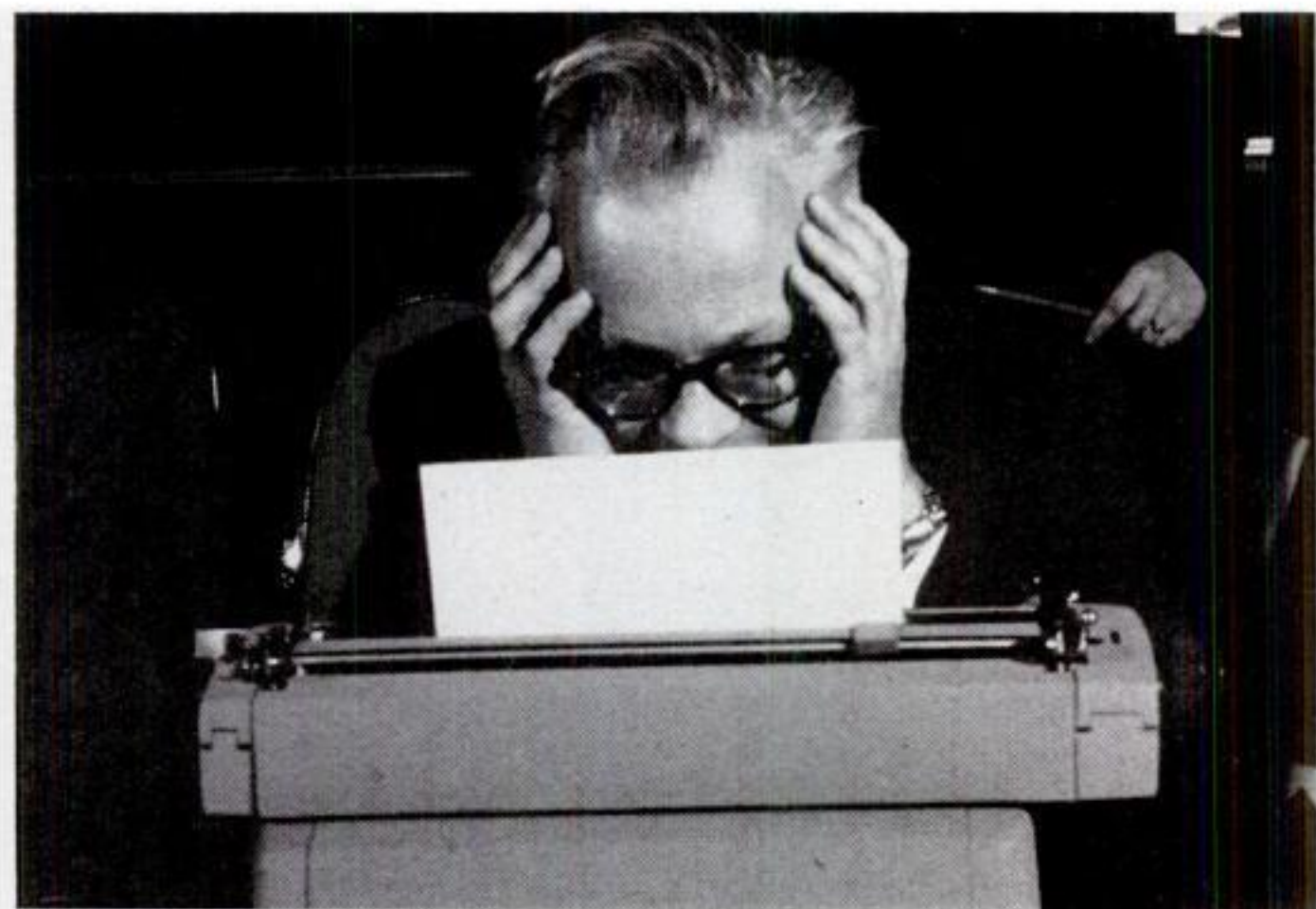
MONTE CARROLL, Realtor

.and I undrstand that the price of ~~the~~ \$



EDWIN NIELSON, Personnel Manager

meeting of all relpresentatives willl . . .



HARRY LAZIER, Account Executive

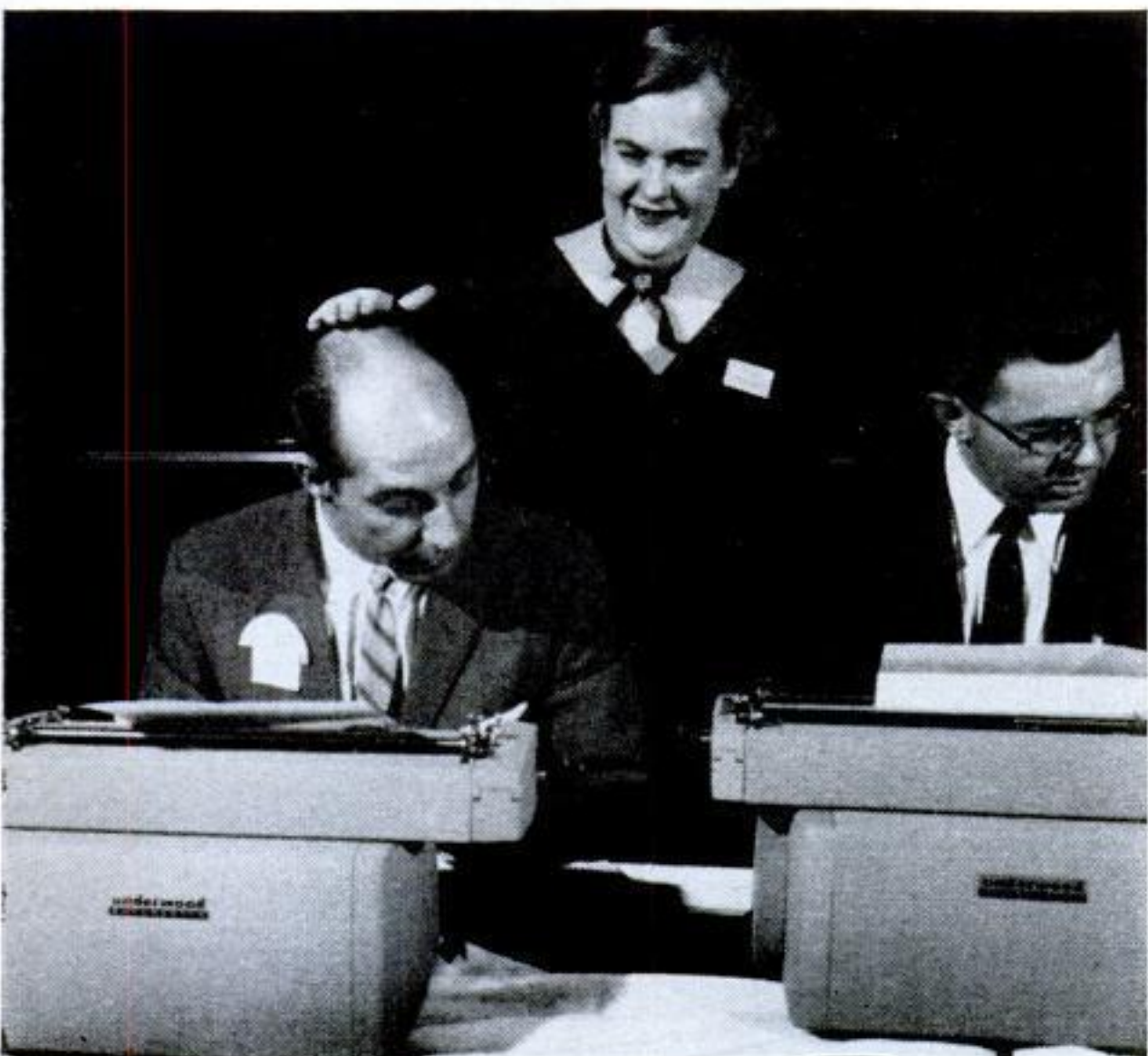
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WILLIAM POWERS, Attorney

Wehgve cãrefullt surudied the information which yo





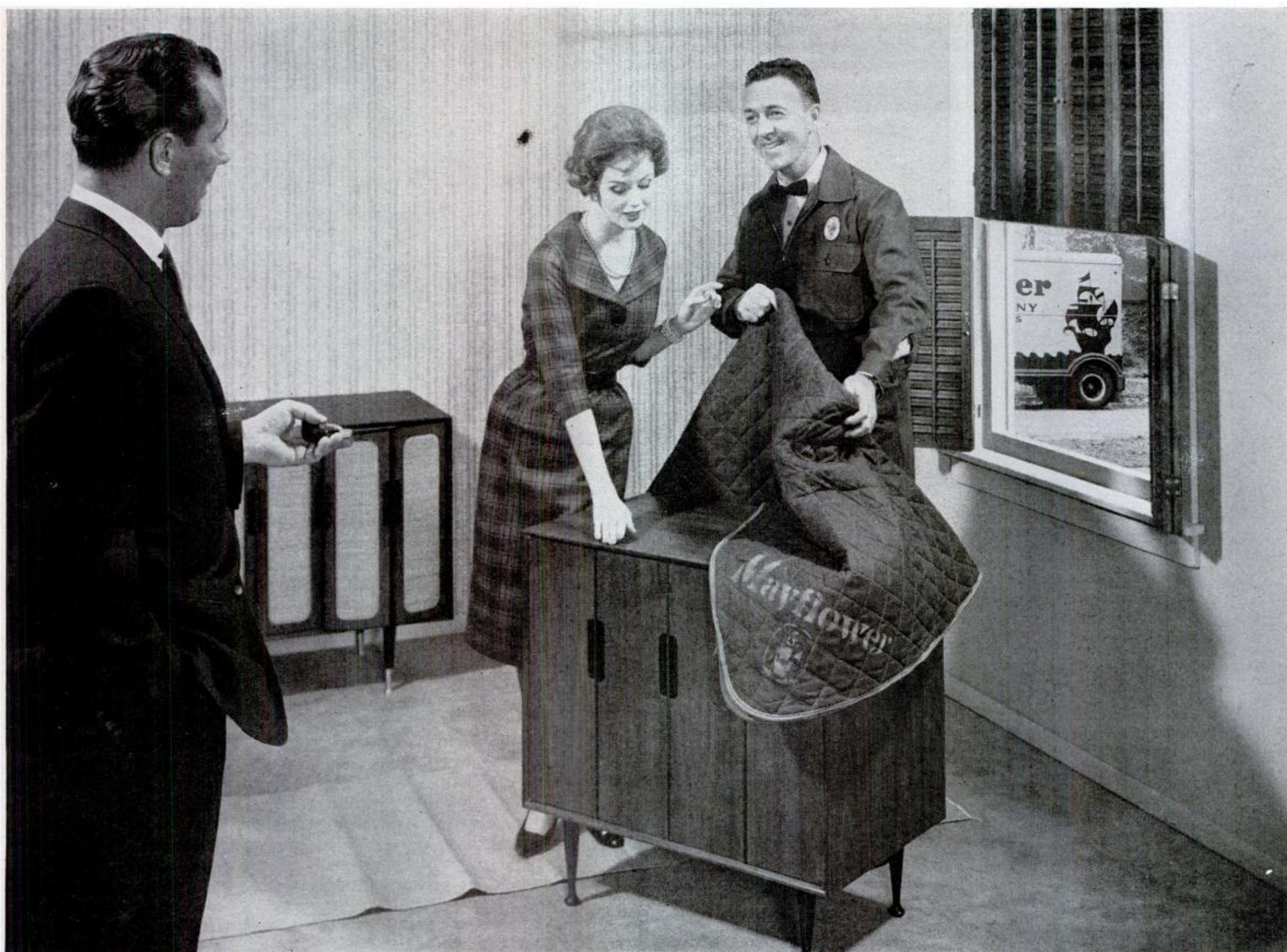
I would suggest you type in

**EXECUTIVE SECRETARY** Robert Downing checks Nielson's progress (*top*), erases (*center*) and gets a pat on pate from his secretary, Jan Knoop.

**WINNER'S TROPHY**, a gold statue, was presented → to Downing, a public relations man, by Jo Madden, president of the secretaries' chapter in Denver.







another Mayflower customer reports:

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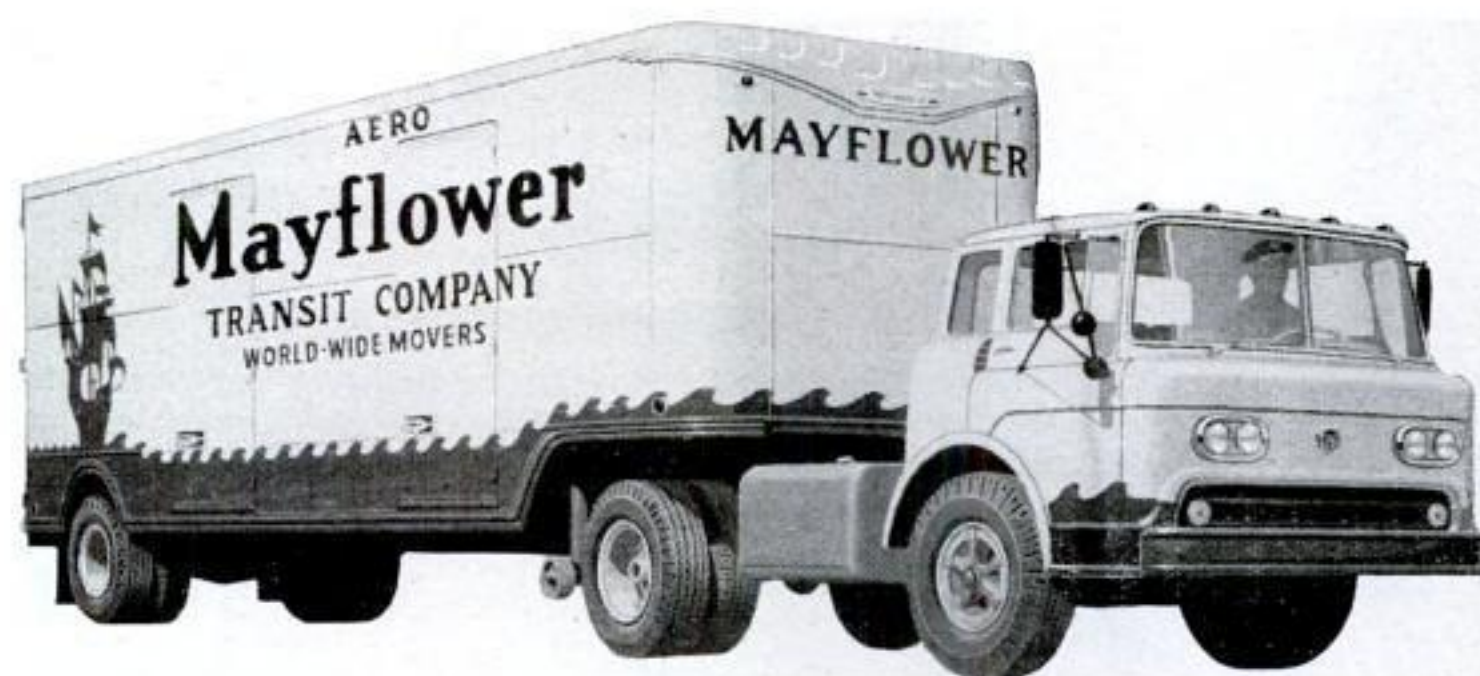
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Photographer Ronald Ockenden saw a small porker which seemed to personify all losing pigs everywhere. A penful of piglets were squirming and huddling to keep warm. One got caught at the bottom of the wriggle and, aimed in the wrong direction, pointed its hapless face out at prospective buyers.





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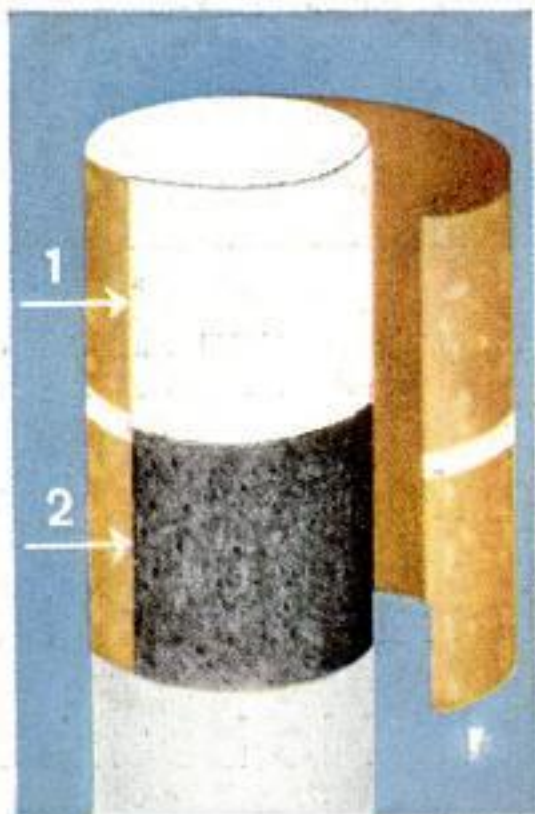
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